How will the project ensure that project outputs and results have a lasting effect beyond project duration

Various measures to ensure that the project outputs have a lasting effect beyond project duration have been incorporated in the project. First several seminars will be held for tourism organisations and nature educators to introduce and promote the results of the project among different target groups and to ensure that the outputs of the project will be further used also after the end of the project. Educators and tour guides will be encouraged to use the developed IT solutions in their work, also the new urban nature attractions that have been developed via built infrastructure will be included in city tours and outdoor education activities in schools nearby. Furthermore as the transnational website will be linked to existing webpages (tourism.tallinn.ee and visithelsinki.fi) it will be constantly updated, similarly to the updating of the previously mentioned webpages, thus ensuring the topicality of the information available on the site and continuous visitations of the joint website. Both the IT solutions (incl. the joint website) and created accesses to nature heritage sites in cities will be further promoted beyond the project duration via the trained tour guides and educators. For the project outputs on the tourism side Helsinki Marketing Ltd/Visit Helsinki and Tallinn City Tourist Office & Convention Bureau will be responsible, who on their everyday business will incorporate the results of this project. On the environmental education side Environment Centre of Helsinki and Environment Department of Tallinn will be responsible for the results in order to ensure their further use after the end of the project.

How will the project ensure that the project outputs and results are applicable and replicable by other organisations/regions/countries outside of the current partnership

The outputs of the project are directly applicable and replicable by others outside of the current partnership. The developed joint portal which assembles information on all urban nature areas and nature heritage sites in the two cities would be available for other cities in the region to join. Other cities in the region who want to promote nature tourism inside their cities are welcome to join the website and link it to their respective tourism portal. Furthermore the new infrastructure built during the project to create access to fascinating nature sites in the cities will be introduced to both tour guides and teachers, who will be freely able to incorporate the sites in their tours and lessons, respectively.

Overview information of the project activity plan and how the objectives will be reached

In order to reach the planned objectives of the project several activities will be undertaken. First the visitor flows before and after the introduction of facilities (e.g. boardwalks and bird towers) to new attractions will be measured and evaluated. Second, to present good and updated information on the website, in the applications and on the information boards a survey and mapping of biota will be conducted. Using collected information the common web portal for urban nature areas in Helsinki and Tallinn will be developed. This will be linked to

visithelsinki.fi and tourism.tallinn.ee web pages in multiple languages. Next the appropriate IT solutions for environmental education and for marketing of the urban nature areas among visitors will be chosen. Then the IT solutions (e.g. audio guides, GPS-tours, etc.) will be developed, which are all integrated to the developed web portal for nature tourism. To further promote nature tourism and the developed attractions and products tourist brochures in 5 languages will compiled to be distributed in tourist information centres. As an important step in the project the facilities for new natural heritage based tourist attractions (information stands, boardwalks, bird-watching towers) will be planned and built. During the project there will be close cooperation with end users such as businesses offering tourist services in form of seminars, organised to introduce the new developed attractions and products and to ensure the incorporation of these new products to the services the businesses offer.

How does the project contribute to wider strategies and policies

The activities in this project support the 7th Environment Action Programme to 2020 – 'Living well, within the limits of our planet". The objectives of the project contribute to the 2050 vision, which mentions that biodiversity is protected, valued and restored: Better public recognition and awareness of natural heritage sites in the participating cities; Combined nature tourism objectives and infrastructure with nature education. By developing sustainable tourist attractions in natural heritage sites in the two cities, increasing public recognition and awareness of natural heritage sites and combining nature tourism with environmental education, the project will contribute to the aspect of nature being valued and protected for years to come. The project also supports the priority objective 8: to enhance the sustainability of the Union's cities, more specifically article 92, which highlights the importance of reintroducing nature into the urban environment. As the project aims to increase locals' and visitors' awareness on nature areas found in the urban environment, it will contribute to the sustainability of these areas in the cities.

What are the synergies with other past or current EU and other projects or initiatives

Synergies between NATTOURS and other related projects will be created in order to increase stakeholders' awareness of how to create more sustainable natural heritage attractions and how to bind nature tourism and environmental education with each other more efficiently. Links will be established with the following related organisations and projects: ... This list can be updated during the project if new related projects have been identified. The project will seek exchange with similar European projects running in parallel. Connections to other EU projects with a similar focus will be welcome. Communication with and through EU networks and platforms (Baltic Sea Challenge, etc.) will be actively encouraged. This project also addresses several NATURA 2000 sites within the cities to both further preserve these areas as well as promote them as fascinating urban nature sites.

How does the project build on available knowledge

Describe how the project builds on available knowledge, and how it utilises previous studies, experiences and lessons learned from the project theme? Explain also if and how you are going to make use of the outputs or results of previous projects and what added value this project would bring to already implemented projects or work.

Indicate if the project contributes to a EUSBSR and describe in what way

This project contributes to the Priority Area of Tourism in the EUSBSR action plan. First the project targets a common challenge of Helsinki and Tallinn, where most of the visitors tend to go to natural heritage based attractions outside the city, when they could also enjoy fascinating nature areas inside the city limits. Specifically the project will contribute to the strengthened cooperation in tourism in the region, as two large cities on either side of the Gulf of Finland are developing joint information technology solutions to attract more visitors to urban nature areas in the region using coordinated effort. Information and communication technology will be used in order to provide smart solutions at a transnational level, which offer timely, constantly updated and valuable information for travelers both before the actual trip as well as during their visit. These solutions allow visitors to learn about the natural heritage and interesting urban nature sites before their visit. Furthermore all sights are easily reached by public transportation, such as bus, metro, water bus or commuter ferry thus helping make the visitation of these attractions more sustainable. Additionally several investments, e.g. boardwalks will be made during the project, which facilitate the access of elderly and disabled people to urban nature areas. Moreover the boardwalks are built in sensitive nature areas in the city to reduce harmful foot traffic thus creating a sustainable tourism attraction in the region.

Horizontal principles

Sustainable development

The project has a direct positive impact on sustainable development in many ways. First by building boardwalks in sensitive green areas in Helsinki and Tallinn to reduce the negative effects of foot traffic the project will contribute to the ecological sustainability of these areas also after an increase in site visitors. Linking nature tourism with nature and outdoor education in this project will result in an increased environmental awareness in both Helsinki and Tallinn, but also in visitors from farther countries, which contributes to sustainable development. In addition the information on the web portal developed during the project will include information on ecosystems found in cities and tips on how to sustainably use these urban nature areas. The project will also seek to redirect the tourist flows from city centres that are often overflowing with tourists during high season to other districts of the cities. These will contribute to sustainable development of the two cities in avoiding damages caused by an overly intense flow of tourists.

Equal opportunity and non-discrimination

During the project no-one will be discriminated based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation. During the application and implementation phase of the project equal opportunity is an integral part of the project. In addition boardwalks will be built in important bird watching areas during the project, which create an equal opportunity also for disabled and elderly people and parents with children's trolleys to access these nature heritage sites. Hence the outputs of the project will offer equal opportunities of all groups of the society.

Equality between men and women
Gender equality is integrated in the project. Men and women are equally involved in the project, both during the application phase as well as during implementation.

Information and communication technologies
During the project various IT solutions are used to promote nature tourism among local and foreign tourists and will be used as a tool of environmental education. An essential part of the project is the development of a joint web portal for nature tourism attractions in Tallinn and Helsinki, which will comprise all the information on urban green areas and outdoor activities.

Low-carbon economy
All activities during the project are environmentally sustainable, thus supporting the region's move to a low-carbon economy.

Work Packages

Summary description of activities carried out and contribution of each partner.

WP 1 Management

Tallinn as the lead partner is responsible for reporting to Central Baltic Programme Joint Secretariat such as progress and financial reports. The lead partner is responsible for the overall budget of the project and following up spending and payments of ERDF funds. Tallinn is responsible for setting up a steering group for the project, which will include partner representatives as well as end users and other stakeholders. The steering group shall meet once every 6 months, i.e. 5 times. Tallinn as the lead partner will sign necessary contracts with the management authority and partnership agreements. The lead partner will prepare a partnership agreement, which will be signed by all project partners. The Project Manager appointed by the lead partner is responsible for the day-to day administrative co-ordination of project activities and will keep an efficient communication with coordinators nominated by all partners. The Financial Manager appointed by the lead partner is responsible for the project’s accounting and reporting. Each partner will nominate a coordinator, who will be the contact person between the partner and the Project Manager. In this work package an efficient communication between project partners will be organised. This will be done in English and each partner will translate them into their respective languages, when needed. The Project Manager will make sure that all project partners are informed of all project related matters, are aware of deadlines set for activities and deliverables and he/she will ensure the implementation of the project activities according to the agreed responsibilities. The project coordinators are responsible for managing the respective partner budget according to

programme rules and will keep the lead partner informed of the spending. The project coordinators are also responsible for making sure the respective partners are fulfilling the project activities as agreed in the set timeline.

Deliverables:

Partnership agreement

5 Project Progress Reports

Final report

WP 2 IT Solutions

Before developing the IT solutions, all project partners will share their expectations on the IT solutions and will discuss the possible solutions in order to make a detailed vision of the IT solutions. End users and other stakeholders will be included in this phase as well. As the responsible partner of the IT Solutions work package, city of Helsinki will do the practical organisation of the development of the joint web portal for nature tourism in Tallinn and Helsinki and also the new IT solutions (smart applications), which are linked to the web portal for nature tourism in the city. Other partners will be involved by providing necessary content for the website and the applications. Tallinn Swedish Institute of Environment will collect data and conduct studies, which will result in updated information on urban nature sites and their values. It will be an important input for the website as well as for the applications. The city of Tallinn will support the preparation for the development of the website with council on the content of the website and will advise also on the design of the website. Close cooperation will be utilized with service designers and business and tourist services. The service will be produced in Finnish, Estonian, Swedish and English.

How will the project ensure that the work package outputs are applicable and replicable by other organisations/regions/countries outside the current partnership

The outputs of this work package will be applicable and replicable by other organisations as well. Firstly both the web page as well as the IT solutions are easily accessible and can be used by all interested parties. As the website will be in multiple languages it can be used by people from all over the world. Tourism organisations will be encouraged to use the website as a tool in creating new products and new tours in urban green areas themselves. The idea behind the joint web portal is to allow other cities around the Baltic Sea, who are interested in creating their web page containing information of the urban nature areas in their cities and start promoting these as natural heritage sites, to join it.

How will the work package main outputs be further used once the project has been finalised

Once the project has been finalised both outputs of this work package will be used further. The joint web portal created during the project will be further developed and constantly

updated with renewed information and new data from both partners. When new natural heritage sites are turned into tourist attractions in Helsinki and Tallinn, these will also be included and added to the portal. The website will be continuously promoted among various tourism target groups such as conference tourists, cruise ship tourists, business and leisure tourists, foreign and domestic tourists. Furthermore the website will also be used in environmental education as a visually attractive and user-oriented website, which is easily used by all age groups. In addition the new IT solutions that are linked to the created web portal will be updated and with time new smart applications will be added to the website. These solutions will be used to further promote Helsinki and Tallinn as nature tourism destinations. Additionally the solutions will be used by teachers in nature and outdoor education as fun and informative teacher tools.

Outputs:

Combined nature tourism objectives and infrastructure with nature education

Easy access to timely information on nature tourist attractions

Deliverables:

Joint web portal

Developed smart device applications for visitors

Developed mobile applications for schools

WP 3 Background studies (SEI)

Summary description of activities carried out and contribution of each partner.

How will the project ensure that the work package outputs are applicable and replicable by other organisations/regions/countries outside the current partnership

How will the work package main outputs be further used once the project has been finalised

Output:

Target group:

Target group involvement:

Activities:

Deliverables:

WP4 Investments

Investments are made with the aim to encourage more visitors and locals to enjoy nature in the urban environment and promote exciting urban nature areas in two capitals. City of Tallinn will be responsible for the planned implementation of the activities in this work package. City of Helsinki will contribute to the WP by managing the investments in Helsinki. Boardwalks will be built in sensitive urban nature areas in the nature conservation area of Vanhankaupunginlahti and Harakka island (Helsinki) and Paljassaare Bird Sanctuary and Kadrioru Park (Tallinn). These will consider the special needs of tourists, disabled and elderly people. These will be visually attractive and respectful of the nature. Boardwalks made of wood will follow the forms of nature, and will be suitable also for wheelchairs and baby carriages. Crush-barriers will be built to the areas that are strongly occupied by barnacle geese in Harakka island. Information boards will be established in Rocca al Mare and Kadrioru Park (Tallinn) and Harakka island (Helsinki). Information on and links to the new mobile applications will be presented in all new information boards, e.g. in the form of QR codes. Also, visually impaired as well as elderly people will be taken into consideration as the info texts will also be possible to listen through the mobile application. Nature observing infrastructure will be built in Vanhankaupunginlahti and Rocca al Mare and Kadrioru Park.

Output: Development of natural resources into sustainable tourist attractions

Deliverables:

Boardwalks in Paljassaare bird sanctuary

Boardwalks in Kadrioru park

Boardwalk in nature conservation area of Vanhankaupunginlahti

Boardwalk on the Harakka island

Bird-watching platforms in nature conservation area of Vanhankaupunginlahti

Bird-watching towers in Rocca al Mare

Pollinator observing platforms in Kadrioru Park

Information boards in Rocca al Mare

Information boards on Harakka island

Information boards in Kadrioru Park

WP 5 Communication

The first part of the WP is the communication of the project results to stakeholders. Stakeholders are mainly tourism organisations and environmental education centres, thus the communication is on selected topics depending on the type of stakeholder. Communication to

stakeholders will ensure the sustainability and durability of project results. For this aim, seminars will be organised for educators and tour guides to introduce the various products developed during the project, including the joint website and the newly created access to many natural heritage sites.
The second part of the WP is the communication and dissemination of the project deliverables to the public, who will be given the opportunity to use several tools developed during the project by themselves. Booklets will be produced in both cities on exciting natural heritage sites. These will be distributed in tourist information centres, airports, ports, etc to inform the visitors of the possibility to visit fascinating green areas in the urban environment they have arrived in. In addition social media will be actively used to further promote the products developed during the project. This will be done not only via the channels of the project partners but also via stakeholders.

Deliverables

Booklet on natural heritage sites in Tallinn

Booklet on natural heritage sites in Helsinki

Press releases

Dissemination seminars to educators

Dissemination seminars to tour guides