

# Health & Nature trip

## Contact name

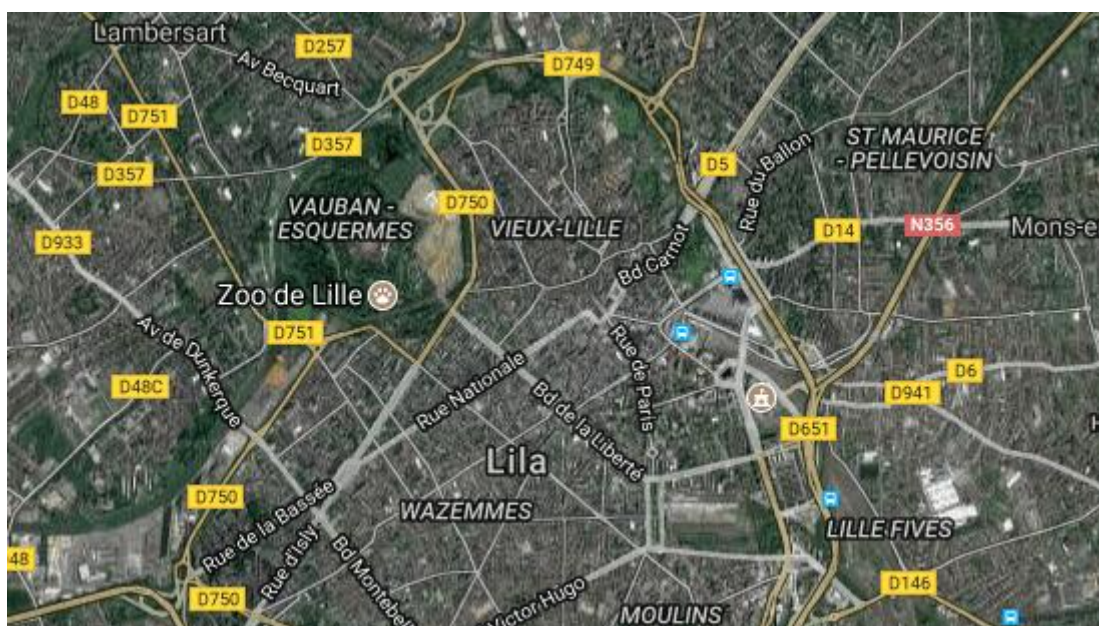
Mélicca Desbois

## Institution name

Espaces naturels régionaux / ENRx

## Region & country

Hauts-de-France region - France



## Summary

In Hauts-de-France, the merger of Nord and Pas-de-Calais and Picardie territories, the Regional nature parks of Avesnois, Caps et Marais d'Opale and Scarpe-Escaut, Espaces naturels régionaux (ENRx) and Gîtes de France sustain sustainable tourism, promote natural heritage, develop health-sport in favour of well-being, relaxation for inhabitants and visitors of the region.



## Background of the project

In the Hauts-de-France region, the Gîtes de France network has nearly 2 200 rural and urban cottages and 1 598 owners who guarantee a welcome of quality.

It is difficult to involve directly the inhabitants. So ENRx decides to inform and train **ambassadors** to promote the sustainable message. Ambassadors are actors involved in tourism, economy, environment, etc.

## Solution and actions taken

33 owners located in the Regional nature parks propose a trip offer recognized by the WWF label called “Gîtes Panda” or the “Valeurs Parc naturel régional” mark (values of Park) and also “Fitness, nature and well-being” and “Bike reception”. Interrogate them on the relationship with nature, the heritage discovery, unusual places, good local products !

A multi-year agreement exists between ENRx, Parks and Gîtes de France to have a joint approach and specific actions for sustainable tourism. The “Fitness, nature and well-being” label and “Spots and sports de nature” magazine are good examples of work with owners to promote it.

## Other institutions or parties involved

The regional network of the rural and urban cottages called Gîtes de France. Some cottages, located in Regional nature parks, have a particular environmental approach with visitors. These owners have a national label by Gîtes de France and WWF (NGO), called Gîtes Panda.

## Results

Now there are 11 owners who propose a Health and Nature trip.

## **Challenges**

The difficulty is to directly involve inhabitants.

## **Lessons learned**

It is important to exchange on good practices to promote it in a second time and to co-define a joint strategy. Together we could do more !

### **Contact name**

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### **Institution name**

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### **Website(s)**

<http://www.enrx.fr>

