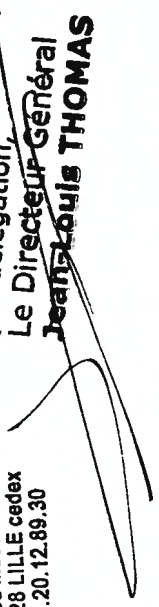


**IMPACT – INNOVATIVE MODELS FOR PROTECTED AREAS – EXCHANGE AND  
TRANSFER  
ACTION PLAN OF PROJECT PARTNER 6**

**“EDUCATION, PLANTATION, ECO-GRAZING AND ECOTURISM : connecting  
biodiversity, economy and awareness raising.  
ALL ENGAGED !”**

- Part I – General Informations
- Part II – Policy Context
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Pour le Président,  
par délégation,  
Le Directeur Général  
**Jean-Louis THOMAS**



EUROPEAN UNION  
European Regional  
Development Fund

## Part I – General Informations

Project : IMPACT

Partner organisation : PP6 – Espaces Naturels Régionaux Nord-Pas-de-Calais ENRx

Country : France

NUTS2 Region :

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## Part II – Policy context

The action plan aims to impact : Investment for Growth and Jobs program, **European Territorial Cooperation programme**, Other regional development policy instrument

Name of the policy instrument addressed : ERDF 2014-2020

The ERDF-ESF Programme "Nord-Pas de Calais" aims to boost economic growth and contribute to achieve the Europe 2020 targets for smart, sustainable and inclusive growth, and to ensure economic, social and territorial cohesion in a region facing a strong population concentration in urban areas.

Thematic Objective 6: To preserve and promote environment and sustain a rational use of natural resources.

Priority 6c: To conserve, protect, promote and develop natural and cultural heritage

Priority 6d: To protect and restore the biodiversity and to increase the services with ecosystems

ENRx is depending on Regional Council Authority. During the first phase of IMPACT project, ENRx has negotiated the 'CPO'-Convention Pluriannuelle d'Objectifs - Plurianual Objectives Agreement. Several change and policy orientation were agreed to work on, during the period 2018-2021 in relation with IMPACT.

Regional policies defined for the period 2018-2021 about what Hauts-de-France Region wishes that Espaces naturels régionaux develop its activity for regional natural parks are :

- Regional planning policy and balanced territories, specifically for rural and suburban areas,
- Biodiversity policy "Man and Nature: a pact for biodiversity"
- Agricultural regional strategy

Regional environmental preservation (Biodiversity, landscape and resources) needs commitment of every part (citizen, local representative, entrepreneur, farmers, volunteer...). For this, one of the biggest stake is to mobilize these actors of territory, raising awareness about necessity to act, offering programmes and tools to facilitate concrete commitment and coordinate actions and programs to raise efficiency.

### Part III – Details of the actions planned

#### Introduction –

ENRx brings together 5 teams : 3 natural parks, a genetic resources center and a regional action. To develop our strategy and action plan with IMPACT project, the following 3 majors issues have been identified :

1. Improving practical biodiversity consideration inside the 3 natural parks
2. Promoting the need to preserve biodiversity at an economic level in the natural parks
3. Consolidating the participation of the resident and stakeholders of the 3 natural parks

Considering these issues, 4 actions are defined :

**ACTION 1** : Supporting people to protect biodiversity (teachers, nature guides, students and residents of natural parks)

**ACTION 2** : Investing biodiversity conservation of local trees with Plantons le décor© in the 3 regional natural parks

**ACTION 3** : More-Value of the nature conservation areas through economic activities – pastoralism with animals purebred local in natural areas

**ACTION 4** : Capacity building and sustainable tourism in the 3 regional natural parks



**ACTION 1 : SUPPORTING PEOPLE TO PROTECT BIODIVERSITY (TEACHERS, NATURE GUIDES, STUDENTS, RESIDENTS...) OF NATURAL PARKS**

**1. The Background :**

*Biodiver* lycées exists since 2016 and already had results (bring together stakeholders such as National Education, students and fathers, scientific experts and nature guides ; make agreement in natural parks, join students in the definition of local projects, increase capacity of the public and private network, create and disseminate communication supports, organize collective events, make balances of each workshop).

During the Phase 1, the following actions inspired us to enrich our project :

- Regional Reserve Callora River: environmental restoration actions and environmental education (Italy)
- Protected area management and awareness through education and volunteering (Romania)
- Involving volunteers in participatory conservation of biodiversity in Rodna Mountains National Park (Romania)

**2. Actions :**

- 1.1 Creation of 2 Web app for children and parents at school or at home or during events: Developing pedagogical tools for all educational structure of the natural parks (forest ecosystem, wetlands and coastal)
  - 1.2. Communication and training stakeholders for tools: Capacity building and use of numerical tools and social networks to improve communication; Making other partnerships with schools; Mobilization of sponsors
- The deliverable of this Action 1 are 2 web app, free and available on internet – open datas

**3. Players involved :**

Espaces naturels régionaux (ENRx) : coordinator  
Inspectors and pedagogical advisers of Education Nationale (Ministry)



Regional council  
Teachers, students and fathers; Associations and pedagogical partners  
Parcs naturels régionaux Avesnois, Caps et Marais d'Opale, Scarpe Escaut

**4. Timeframe : cf. monitoring table**

**5. Costs (if relevant) :** Mainly staff costs, difficult to estimate

**6. Funding sources (if relevant):** Regional Council / Fundraising for implementation of the action



**ACTION 2 : INVESTING BIODIVERSITY CONSERVATION OF LOCAL TREES WITH PLANTONS LE DÉCOR® IN THE REGIONAL NATURAL PARKS: ALL ENGAGED.**

### 1. The background

The development of the *Plantons le décor®* programme with local authorities, partners and volunteers, effectively promotes the initiative with citizens, throughout 3 natural regional parks (Avesnois, Caps et Marais d'Opale and Scarpe-Escaut)

The communities, which are committed through an agreement with ENRx, are faithful to the initiative. The first ones have been committed to it for more than 20 years.

One of ENRx's missions is to manage and develop a regional network, with the natural regional parks, and coordinate biodiversity programs conservation. The regional coordination organized a consolidated annual order of plants and supplies for 24 local authorities from 7 suppliers (local producers of seed, plants of fruits tree and scrubs)

The deployment of *PLD* has resulted in the pooling of digital communication and awareness building tools (website), digital order management tools and, since September 2017, online payment systems.

The initiative, with its current form and organization, covering 24 territories and 34 delivery points and dates and 16 plant-related purchase order brochures, has reached its limits with 2 FTEs and 4 active agents. Each year, 70000 trees and scrubs are planted by inhabitants, schools, local authorities, enterprises, farmers, volunteers,...

### During phase 1, following actions have inspired the project:

Oliveres vivos – Each olive tree , Spain –Andalousia

“Increasing the green ground cover will avoid soil erosion and control the speed of rainwater. Then, biodiversity will improve” by “Managing of herbaceous soil covers, plantation of different arboreal, shrub and herbaceous species”.

Involving volunteers in partivatory conservation of biodiversity in Rodna Mountains National Park - Romania

“The key for a successful protected area management is constant community involvement”

**2. Action**

- 2.1. Negotiate the deployment of *Plantons le décor* with local authorities in 3 natural parks, plantation and also develop the diversification of involving plantation activities with volunteers, inhabitants, farmers, schools, enterprises. Seek out new plant producers to cope with the increased demand for seedlings, bulbs and seeds. Create with producers, several orchards of local scrubs to facilitate annual harvests of seeds. Develop the know-how of the producers for the harvest of seeds, cuttings and the production of young plants of shrubs
- 2.2. Promotion and sharing annual results of the operation, economic benefit for producers and improving the system of selling: Develop in the website a market place (online payment system) to increase sales of local scrubs, seeds, plants ; Share and promote in real time the results of plantation activities on a website to increase involvement.

The deliverables of action 2 would be:

- Results of sells for each natural park and agreements for each natural park
- Number of sells by banking card, online payment
- Annual results of action

**3. Players involved**

- Regional council
- Communities / Local authorities,
- Local plants, bulbs and seeds producers
- NGO's

**4. Timeframe – see monitoring table**

**5. Costs (if relevant):** Mainly staff costs, difficult to estimate

**6. Funding sources (if relevant):** Regional Council / Fundraising for implementation of the action





**ACTION 3 - INCREASE IN VALUE OF THE NATURE CONSERVATION AREAS BY ECONOMIC ACTIVITIES : PASTORALISM WITH ANIMALS PUREBRED LOCAL**

**1 The background**

The 3 Natural Parks have rich natural areas such as wetland, coastal land, chalk grassland. In these parks, agricultural heritage is important including animal races that are disappearing (sheep *Boulonnais*, cow *Rouge Flamande*, cow *Bleue du Nord* and also 2 races of horses) ; they are adapted to our region. CRRG is working to maintain these races.

To maintain also the high biodiversity areas ; these rustic races are adapted and add more-value for biodiversity when they are in these natural areas during pasture season (April – October).

The challenge is to develop this practice in the 3 Natural Parks of the Region.

The following actions inspired us to enrich our project :

- o Ecotourism in Casacalenda (Campobasso) - people each year (among the reserve visitors) use local tourist facilities and buy products from Casacalenda farms and shops.
- o Paths and ICT apps for self guiding tours in Biosphere Reserve “Alto Molise” - The management plan of the Biosphere Reserve set the development and valorisation of network path to visitors.
- o Conflict resolution between protected area managers and a local community – EUCC Baltic Office

**2 - Action**

Deployment of new agreements between farmers with local race and natural areas managers inside the 3 natural parks by making a balance of the situation, making contacts with farmers, agreement with 3 partners (farmer, natural area manager and CRRG) and promoting the action

3.1. Balance of the eco-pastoralism in natural areas in Park CMO with a focus on sheep Boulonnais  
Deliverable: Report and new agreement template with natural area manager, farmer, owner and CRRG

3.2. More value for breeders and impact on natural areas

Deliverable: Report

3.3 Improving communication

Deliverable: New communication support

Deliverable of action 3: New agreements in the 3 Natural Parks

### 3 – Players involved

- Centre Régional de Ressources Génétiques (CRRG) d'Espaces naturels régionaux (ENRx) : coordinator
- Parcs naturels régionaux Avesnois, Caps et Marais d'Opale, Scarpe Escaut : local partner and territories where the action will happen
- Associations d'éleveurs (Association Mouton Boulonnais, Union Rouge Flamande, Union Bleue du Nord, Maison de l'Élevage, Syndicat d'Élevage Chevaux Trait du Nord, Syndicat Hippique Boulonnais) : partners
- Gestionnaires d'espaces protégés (EDEN 62, Départements, PNR, Communes, Conservatoire d'espaces naturels, ...) : partners
- IMPACT partners for spreading good practices

### 4 – Timeframe – see monitoring table

5 - Costs (if relevant): Mainly staff costs, difficult to estimate

6 – Funding sources: Regional Council / Fundraising for implementation of the action

#### **ACTION 4 : CAPACITY BUILDING AND SUSTAINABLE TOURISM IN THE NATURAL PARKS**

##### **1 The background**

The regional natural parks Avesnois, Caps et Marais d'Opale and Scarpe Escout own numerous assets (fauna, flora, activities of open air) to develop the activities of natural tourism on their territory.

The natural tourism includes "any forms of tourism in which the main motivation of the tourist is the observation and the enjoyment of the nature" (Definition World Tourism Organization (UNWTO)). Thus this approach includes the observation and the appreciation of the nature, but more widely activities bound to its discovery, that they are sportswomen or not.

Since about twenty years, the natural tourism became more and more popular as well in France as abroad, to represent a real market with interesting potentialities of growth for territories and operators today.

This need on returning to the nature comes to satisfy individual aspiration (well be, health, pleasure, emotion, lifestyle) but also concerns resulting from a collective awareness of the environmental stakes (pollution, degradation of the ecosystems).

The tourist request motivated by the attraction of the nature evolves and diversifies. Besides a clientele mainly established of scientists and naturalists, new types of clientele appeared (eco-tourist, adventurer, nature lover ...).

The following actions inspired us to enrich our project :

- Promoting open spaces in a forest park as a means of increasing biodiversity – Catalonia, Spain
- Involving volunteers in participatory conservation of biodiversity in Rodna Mountains National Park, Romania
- Ecotourism in Casacalenda (Campobasso) Italy

##### **2 - Action**

The action consists of the qualification of tourist operators in 3 regional Natural reserves in the field of the natural tourism.

Target public: organizers nature, providers of activities of open air, hosts ...

Mode of intervention :

- Training of the voluntary tourist operators, wishing to create or to develop an activity of discovery of the nature. This training could join an approach of professional qualification (eg Values Parks, Qualinat, Quality tourism). This training could approach various themes: the knowledge of the nature, the educational behavior with the children or the adults, the driving of group, the safety...

- Promotion of the trained tourist operators and help to the marketing of the services and created or developed tourist products

Objectives:

- Improve the satisfaction of the tourists with services answering all the needs and the customer expectations
  - Increase the legitimacy of the involved providers
  - Contribute to structuring and to professionalizing operators' network of the natural tourism in 3 regional Natural parks
- 4.1 Mobilization of voluntary tourist operators in 3 parks and definition of training

Deliverable 4.1: Previous training program

4.2 Implementation of the training

Deliverable 4.2: Photos, presence lists, training reports

4.3. Evaluation of the action and communication

Deliverable 4.3 : Action report

### 3 - Involved actors

- Espaces naturels régionaux (ENRx): coordinator inter parks



- regional Natural Parks Avesnois, Caps et Marais d'Opale, Scarpe Escaut : territories beneficiaries, organizer - relay of the approach with their tourist operators
- regional Federation Gîtes de France: head of network, in charge of the mobilization of the tourist hosts interested in the action
- national Federation of the regional Natural reserves : device of marking Values Parks
- national Association Qualinat: device of marking for the benefit of Guides Nature

**4 – Timeframe: see monitoring table**

**5 - Costs (if relevant): 21800 €**

**6 - Sources of funding: Regional Council / Fundraising for implementation of the action**