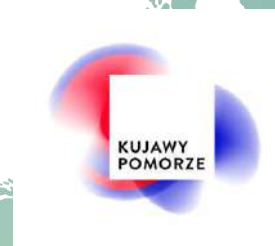


# ThreeT pilot actions

## Silent areas as tourism attraction: Interregional co-operation process

Brasov - Livorno - Kujawsko-Pomorskie  
*Tutor: Central Finland*

Final Conference 14.9.2022  
*Liisa Bergius*  
*PP3 Regional Council of Central Finland*



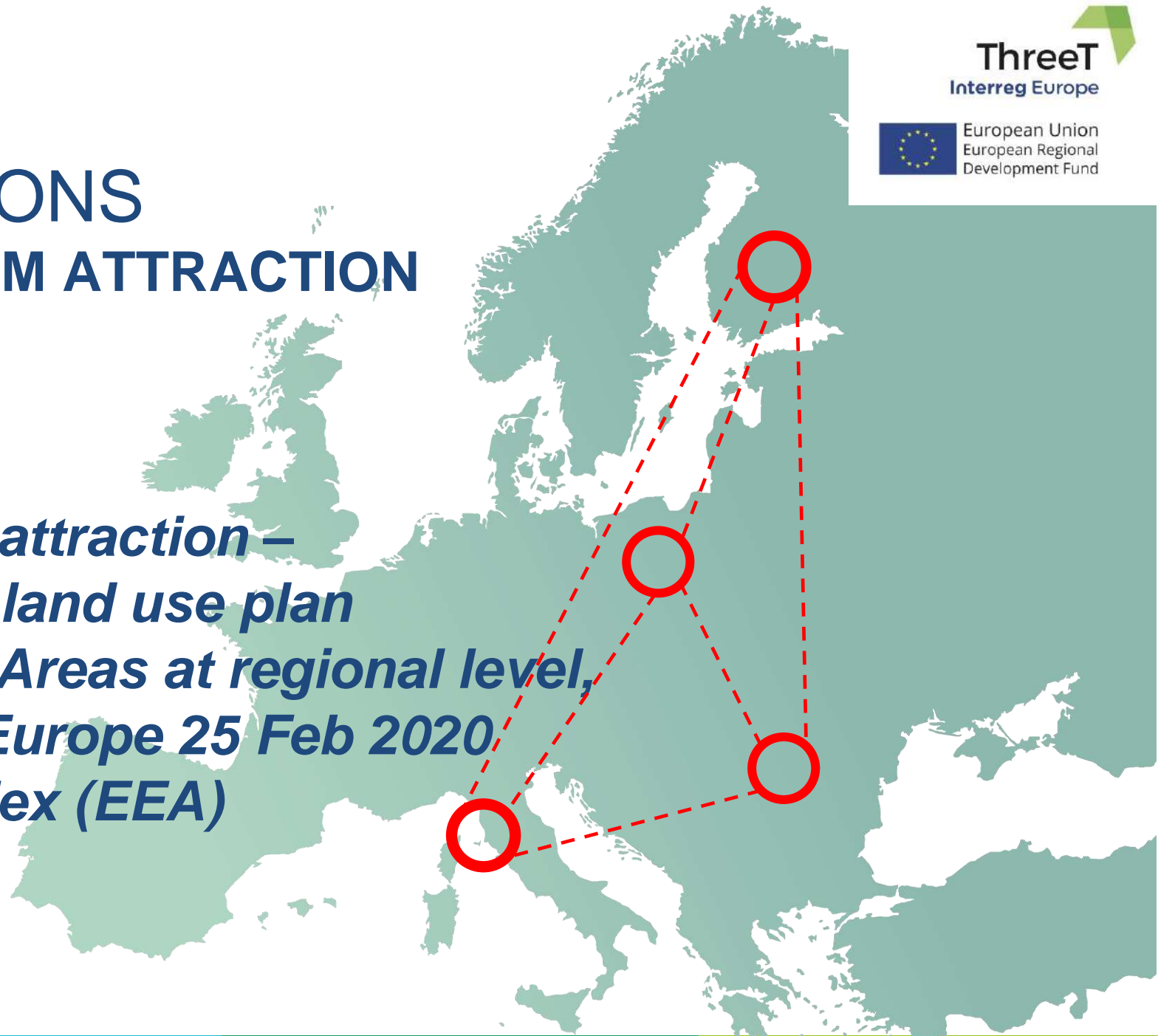
# THREE T PILOT ACTIONS

## SILENT AREAS AS TOURISM ATTRACTION

1.6.2021 – 31.8.2022

### ***Background:***

- ***GP Silence as a tourism attraction – Central Finland regional land use plan***
- ***EEA Survey 2019: Quiet Areas at regional level, Potential quiet areas in Europe 25 Feb 2020***
- ***Quietness Suitability Index (EEA)***





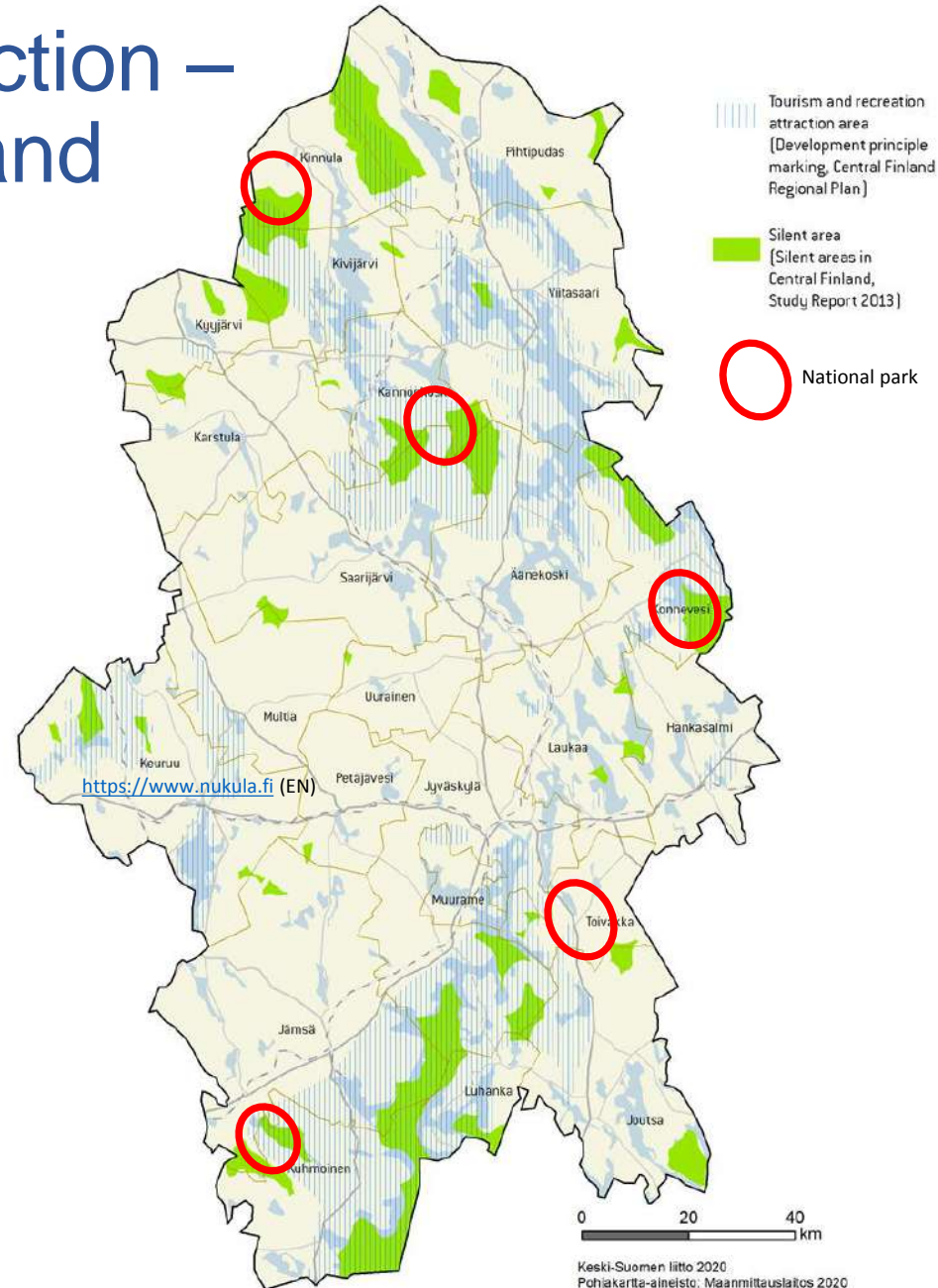
Silent areas in Central Finland:

- Noise under 35dB, area over 50 hectares
- 36 pieces, total 157 587 hectares, 8% of the area (>2020)
- Largest silent area: Lake Päijänne
- Linked with natural and cultural and recreational values
- Silence is related with all 5 National parks

# GP Silence as a tourism attraction – Regional Plan of Central Finland

## Transferability:

- END (European Noise Directive):
- Need to preserve areas of good acoustic environmental quality (quiet areas)
- This concept shows silence (or quietness) as a success factor for the region without any official protection
- EEA Survey 2019: Quiet areas at regional level
- Central Finland method:  
Silent areas in Central Finland, Report 2013,  
in English 2021



# Quiet Areas at regional level: survey 2019

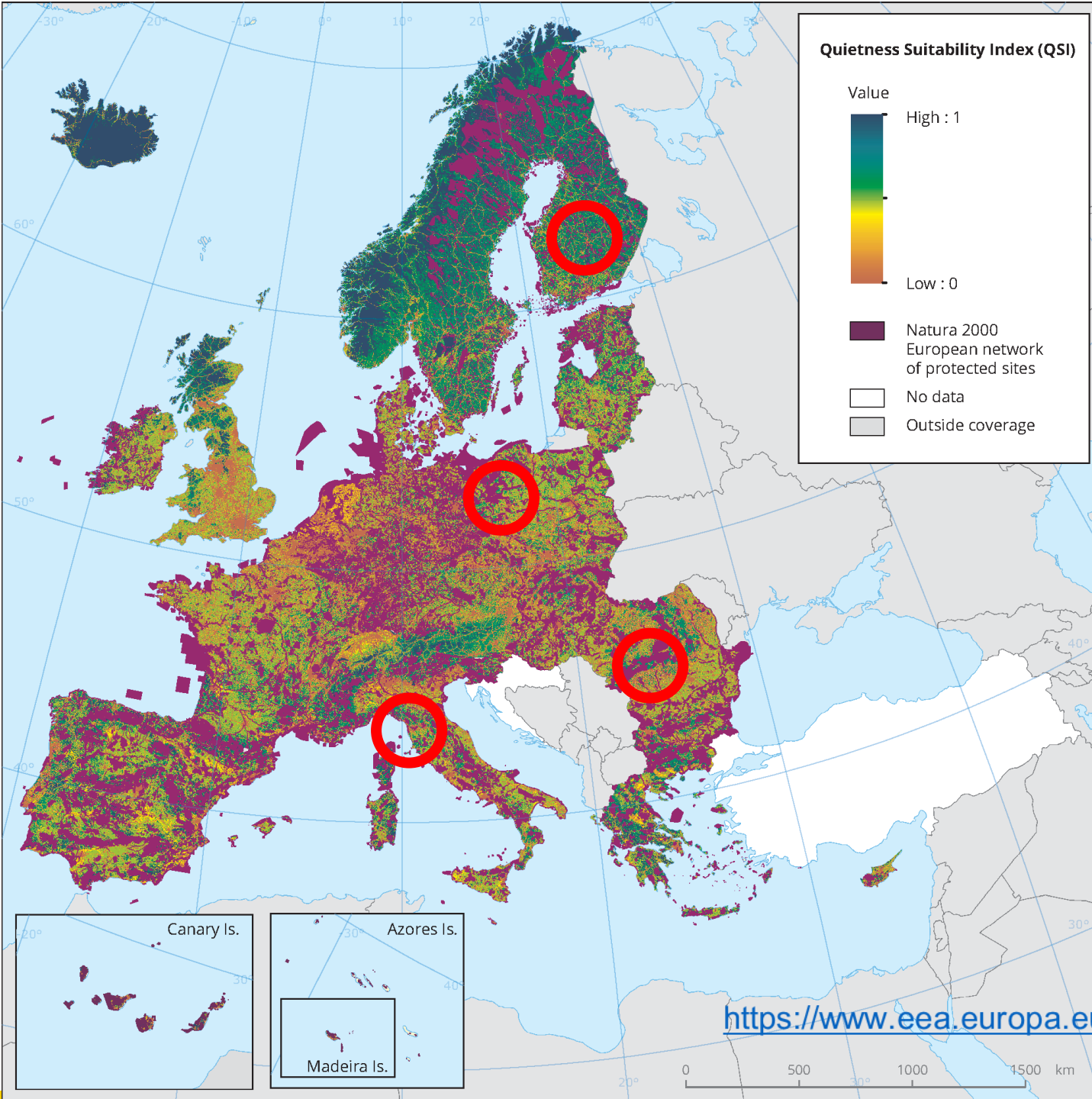


## QUIET AREAS ONLINE SURVEY 2019 (regional level)

The END recognises the need of preserving areas of good acoustic environmental quality, referred as “quiet areas”, in order to protect the European soundscape. However, the END does not provide a clear definition of quiet areas, leaving ample discretion for interpretation to MS. Therefore there are diverging approaches to the protection of quiet areas within MS.

However, the data reported as part of the END contains little information on how the countries, regions and cities define and protect quiet areas in their territories.

Therefore, the aim of this questionnaire is to collect the latest information related to quiet areas in order to present an overview in the upcoming EEA Noise in Europe Report and the EEA State of the Environment Report to be published by the end of 2019.



## Quietness suitability index

- EEA 25 Feb 2020 Potential quiet areas in Europe, based on the QSI and Natura 2000 protected sites

# Online tutoring session 2020, chat...

1. Ivo Tartaglia: Consider signing your silent areas
  - Ivo, thank you for the idea of signing our silent areas. In fact, we could do this in our Natural parks. Natural parks have well functioning and maintained trail network and other facilities for visitors and land is owned by state (Finnish Forest Administration). We have silent areas in all of our natural parks. More promotion is what we need! Gratefully yours, Liisa
2. Michelle Attard Tonna: Noise and Light pollution are two issues we face in Malta. This is something we immediately appreciate when we travel to another country.
  - Yes - so we could value more the natural values of our regions
3. Michelle Attard Tonna: Sometimes, it takes an 'outsider' to value and appreciate what the locals take for granted.
  - Ivo Tartaglia: That's also cooperation!
  - Alina Ioana Szász: True Michelle...
4. Claudio Salvucci: Hello LISA! I'm trying to promote the areas of silence also in Tuscany :-)
  - Hello Claudio! It seems that EEA is offering us very good tools to proceed...

# Co-operation with EEA and ETC...

- 5 meetings online 2021 - 2022
- EIONET workshop meeting 9/2021
- 3 Tutoring sessions 2-3/2022
- Memorandum of Understanding
- Information exchange
- Criteria for PA Silent/Quiet Areas
- Implementation of END and QSI on regional level
- PA progress check

Silent areas as tourism attraction/QSI, meeting no5 (2-4 PM CET)

Pyydä hallintaa

Aloität tallennuksen Tallennat tätä kokousta. Muista kertoa osallistujille, että kokousta tallennetaan. [Tietosuojakäytäntö](#)

## Accessibility to green and quiet areas in European cities

Miquel Sainz de la Maza Marsal & Jaume Fons-Esteve

How can cities capitalise on health benefits through planning for combined green and quiet areas?  
Joint WG Noise and GAB meeting  
23 February 2022

UWB

European Environment Agency  
European Topic Centre on Air pollution

HT RM

Hakkari... Rafal Modrz...

Silent areas as tourism attraction/QSI, meeting no5 (2-4 PM CET)

Pyydä hallintaa

Aloität tallennuksen Tallennat tätä kokousta. Muista kertoa osallistujille, että kokousta tallennetaan. [Tietosuojakäytäntö](#)

## Pilot Project Information boards

Three T

Kokouksen keskustelu

15:23

15:31

KPV Study Visit 22 June

J I

Juha Jappin... Ivo Tartaglia

Kirjoita uusi viesti

Rafal Modrzewski



Pyydä hallintaa



Poistu

Tallentaminen on alkanut. Kokousta tallennetaan. Liittymällä kokoukseen annat suostumuksesi sen tallentamiseen. Tietosuojakäytäntö

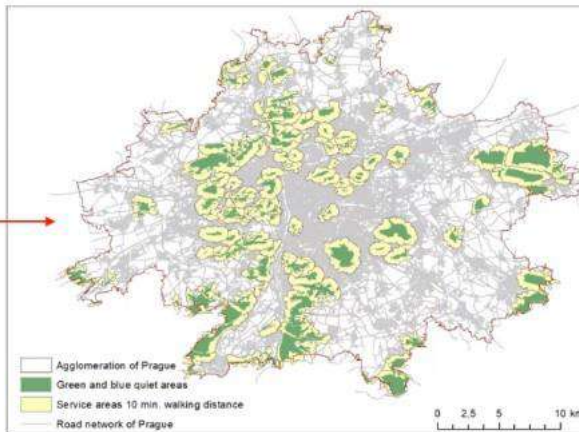
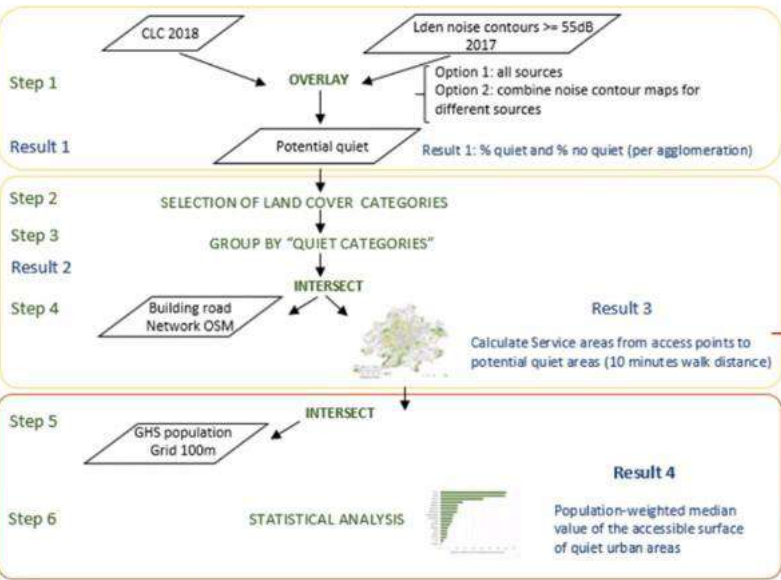
Hylkää

Kokouksen keskustelu

# Methodology

Creation of service areas around potential quiet areas:

Service areas of 10 minutes' walking time around quiet areas..



European Environment Agency  
European Topic Centre on Air pollution,  
transport, noise and industrial pollution



Miquel Sáinz de la Maza Marsal

AS +56  
Alina Szasz

VM victor minchevici (Guest) (Vieras) 11.41  
yes...I saw

AS Alina Szasz 11.41  
alina.szasz@judbrasov.ro

EP Eulalia Peris (ulkoinen) 11.44  
I think it is an interesting project that integrates different areas such as mobility, green areas, tourism, education, sound. Thanks Liisa for the presentation!

If you have any further feedback for the Three-T project, please write it in the chat or send them an e-mail directly. Thanks!

11.51  
Thank you all!

Kirjoita uusi viesti



Miquel Sáinz de la Maza Marsal

# Tutoring sessions

## silence as tourism attraction

### **I 23.2.2022 Silence tied with tourism strategy**

Making an implementing the strategy. Examples where and how silence can be seen in strategy

- Johanna Maasola, Visit Jyväskylä Region

### **II 2.3.2022 Silence as tourism attraction**

Silence as a tourism attraction – presentations from the entrepreneurs

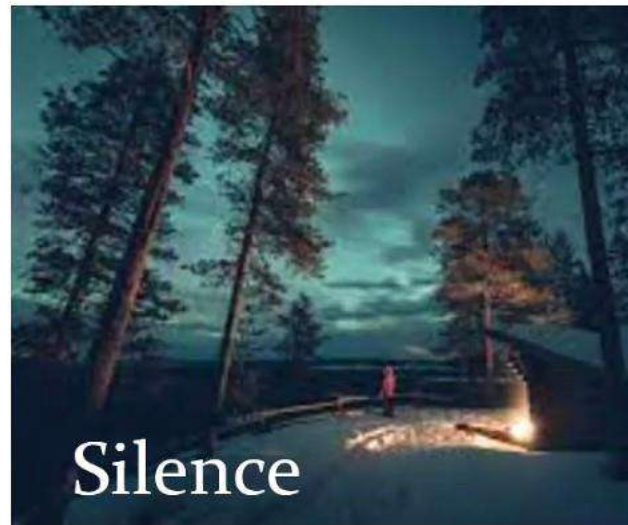
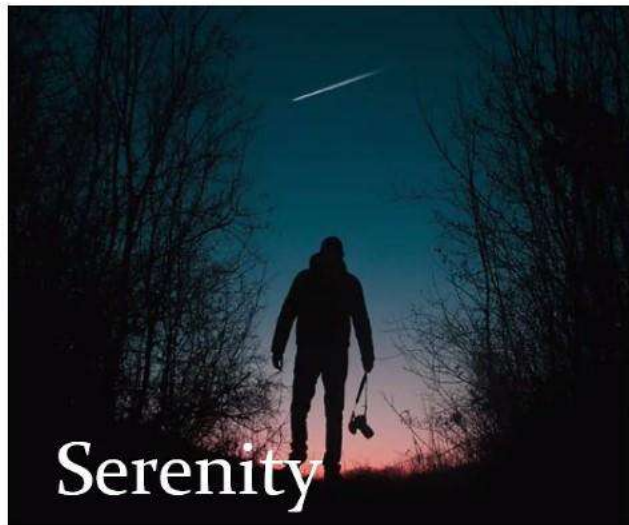
- Mind and forest, Anu Mustonen - Taivaltaimo
- Wilderness guide, Minna Jakosuo – Outdoor empire
- Rural tourism and silence, Paula Vetikko – Suopirtin tila

### **III 3.3.2022 Silence in relation with well-being**

Reinventing silence and darkness – unique selling point (USP)

- Good practices from Our path, Juho Jäppinen – Meijän polku
- Silence and darkness, Janne Laitinen – Jamk University of Applied Science

- Q&A, presentations, chat links, recordings will be shared with participants jointly after the sessions



**Liisa Bergius**

Liisa Bergius

**Janne Laitinen,...**

Janne Laitinen, JAMK.fi



# 2 Study visits 2022 to Central Finland



# 1 Tutoring visit to Brasov 2022



Pictures: Janne Laitinen

# Conclusions > Learning > Actions! Why are we interested in QSI?:

- Silence is noticed and recognized as a strategic resource
- Silence could be utilized more effectively in regional strategies, regional programming and regional planning



**KEY USPS IN DOMESTIC MARKETING**

Photo: Jukka Paakkinen

Nature: Urban connected to nature – only a few minutes from city centre to nature peace and silence

Wellness: Nature and silence as sources of wellbeing



**EVENTS**

Photo: Sports Oy / Toni Ollikainen

- The local atmosphere, food and drink, as well as oddness, even craziness, make the events interesting.
- Central Finland enjoys a good, central location from the perspective of...



**NATURE**

Photo: Jukka Paakkinen

- It is said that Central Finland is Finland in miniature. The region features Ostrobothnia-like flatlands, Lapland-like wilderness, rocky Archipelago scenery, and magnificent lake views shared with Eastern Finland.
- There are four national parks in Central Finland, as well as fabulous nature trails for the independent visitor to hike.
- The 3,700 lakes of Central Finland offer cruises, canoeing, swimming, white-water rafting...



**WELLNESS**

Photo: Julia Kivela

- Jyväskylä is known as Finland's capital of sport, and it has invested heavily in education, research and development in sport and physical recreation.
- Central Finland is also the Sauna Region of the World, featuring among other things a concentration of sauna industry players, award-winning sauna tourism products and the Sauna Region Week.
- People in the region also draw upon nature, silence, culture and architecture for their well-being.

## Accessibility and the environment

### **Being resource wise**

We will support those developing the circular economy and use infrastructure to make our society more flexible, open and accountable.

### **Being the bedrock**

People, information, communications and transportation must be able to move safely and quickly to and from Central Finland, if we are to stay competitive.

### **Being in touch with nature**

We will invite people to breathe in cleanliness and silence, which are becoming increasingly rare luxuries in today's world.



Well-being and fellowship





# Achievements?

- Bringing QSI from European level to regional level,
- Increased understanding of END,
- Improved interregional co-operation with EEA and ETC
- 3 models for designating quiet or silent areas, regional criteria, nature, culture elements
- 3D model
- Improved trail network
- Several Pilot concepts for tourism and recreation
- **Good Practices!**

# What next?

- Implementation in municipal level
- Policy instruments
- Local funding possibilities
- Accessibility
- Green corridors,
- Noise barriers
- Sustainability
- Wellbeing
- Local lifestyle
- Serving both locals and tourists
- Gastronomy
- **Attitude!!**

# How do You feel Silence?

