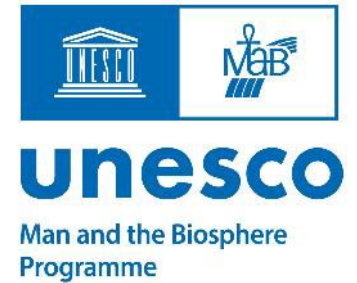


The role of Biosphere Reserves in responsible tourism development & tourism networking

- North Karelia Biosphere Reserve



Man and the Biosphere programme

a Biosphere Reserves promote the protection of the ecosystem and the creation of a sustainable society where people and nature can live in harmony



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



Sustainable
Development
Goals

World Network of Biosphere Reserves of UNESCO



**Local solutions
to global challenges!**



Biosphere Reserves are learning places for sustainable development

- Based on **voluntary collaboration**
- Sites for **testing interdisciplinary approaches** to understanding and managing changes and **interactions between social and ecological systems**

Art. 3 Functions

In combining the three functions below, biosphere reserves should strive to be sites of excellence to explore and demonstrate approaches to conservation and sustainable development on a regional scale:



Conservation

Contribute to the conservation of landscapes, ecosystems, species and genetic variation;



Flora



Fauna



Development

Foster economic and human development which is socio-culturally and ecologically sustainable;



Economic development



Human development



Logistic Support

Support for demonstration projects, environmental education and training, research and monitoring related to local, regional, national and global issues of conservation and sustainable development.



Research



Monitoring

IMPA

- A source of **Inspiration**
- **Match** various actors
- Support sustainability **Processes**
- Neutral **Arena** for different interests to meet

Agenda 2030



Biosphere Reserves and Responsible Tourism

- International and local networks
- Support for tourism entrepreneurs
 - Event support
 - Local produce branding
 - Ambassador and guide programs
 - Partnership Networks and charters
 - Certification
- Projects
- Tourism destination



Sustainable events

- **Aim: Sustainability in public events**
- Sustainable Event Charter (Galloway and Ayshire BR) / Event stamp (Nordhordland BR)
 - to help organisers share and promote their innovations and hard work regarding sustainability
 - to showcase biosphere
 - make it easier for the event to be linked to the BR work and in that way benefit from the international UNESCO status



Sustainable Local Produce

Lebensregion

- to create additional value for products from the region
- to strengthen and secure the appeal of regional products, offerings and services
- the intention is that BR partner businesses act as multipliers in the region, helping to convey the BR concept and implementing BR ideas in their everyday management

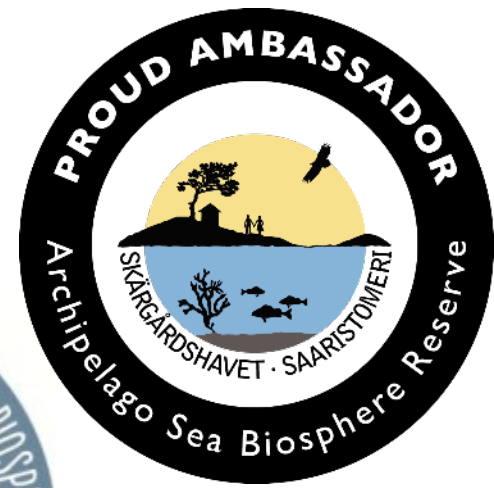
Nordhordland Unesco BR

- a local food producer can apply to use the logo
- the requirements for producers are related to sustainable food production, and that they are geographically located in the Nordhordland UNESCO Biosphere Reserve



Ambassador and guide programs

- Programs to educate individuals, entrepreneurs, local guides etc on what the BR is about
- Network of people who can
 - tell why the area is valuable
 - tell about local sustainability actions etc



Partnership Networks and Biosphere Charters

- Gives possibility to connect to the Unesco BR brand, networking possibilities, visibility and added value through international networks
- Finding the strengths of the partners, becoming aware and developing them
- Setting goals for collaboration actions between the actor and BR



Certification

- **Galloway and Ayrshire BR example**



CERTIFICATION MARK BENEFITS FOR BUSINESS

Here are just some of the benefits of achieving the Galloway and Southern Ayrshire UNESCO Biosphere Mark:



Membership of a trademarked quality scheme – with no cost involved



Recognition of what you do for Galloway and Southern Ayrshire, its people and environment



Connection with the globally respected UNESCO brand



Ongoing support from the Biosphere's Business Development team



Use of the certification mark logo on your products, website and social media platforms



Invitations to workshops and networking opportunities, both in-person and online



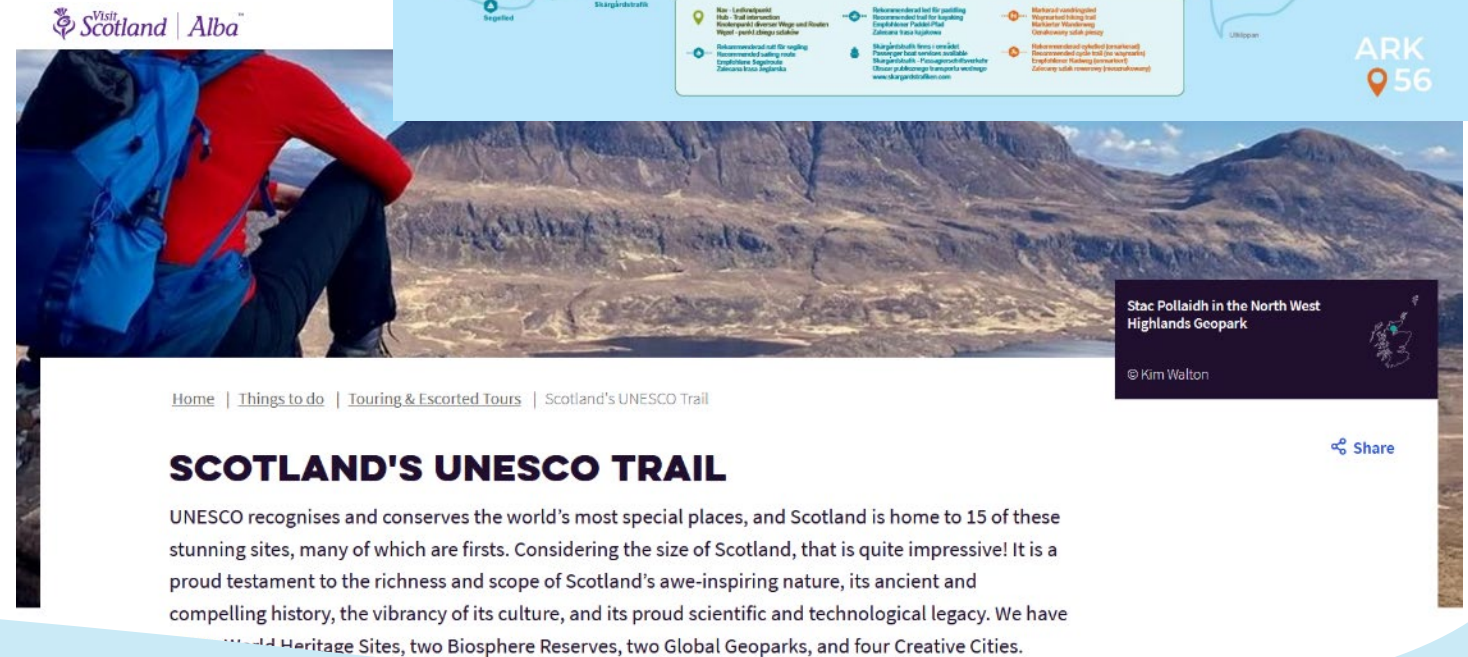
Access to additional marketing tools and resources



A means to share your Green Story with visitors, customers and guests – demonstrating that you are embedding sustainability in your business.

Projects –internationally and locally

- **Scotland's UNESCO trail** and **North Atlantic UNESCO trail**
- **Blekinge BR** – improving infrastructure, building maps etc
- **REDIRECT** – testing ideas for regenerative tourism in Storkrieket candidate BR Sweden



<https://www.visitscotland.com/things-to-do/unesco-trail>

Destination

- Potential to use the status to highlight the sustainability of the area
- Biospheres are not as well as known as World heritage sites of geoparks



Visit Karelia

Biosphere Reserve

North Karelia is home to one of the two UNESCO designated biosphere reserves in Finland. Established in 1992, it is the first biosphere area in Finland to be acknowledged in UNESCO's the Man and the Biosphere programme of 749 (2024) biospheres worldwide. Biosphere reserves are learning sites for sustainable development, whose mission is to promote the conservation of biodiversity and cultural heritage, as well as the sustainable development of livelihoods through the active participation of local communities. Great places to experience the nature of North Karelia Biosphere Reserve include Koli, Patvinsuo and Petkeljärvi National Parks; Ruunaa Hiking area or some of the nature reserves, like Koivusuo or Kesonsuo. Biosphere sustainable development partnership network enhances opportunities for regional sustainable development. Partners set their own sustainable development goals and commit to them. You will find biosphere partners marked with below logo in this manual.



<https://www.pilzforum.eu/board/thread/36200-leobengraben-nockalmstra%C3%9Fe-%C3%B6sterreich/>

Biosphere Reserves of Finland



**Archipelago Sea
Biosphere Reserve**



**North Karelia
Biosphere Reserve**

North Karelia Biosphere Reserve - The UNESCO collaboration site of sustainable development



POHJOIS-KARJALAN
BIOSFÄÄRIALUE

North Karelia Biosphere Reserve



1992

3 national
parks

18 000
inhabitants

8000 km²



It's all about collaboration!



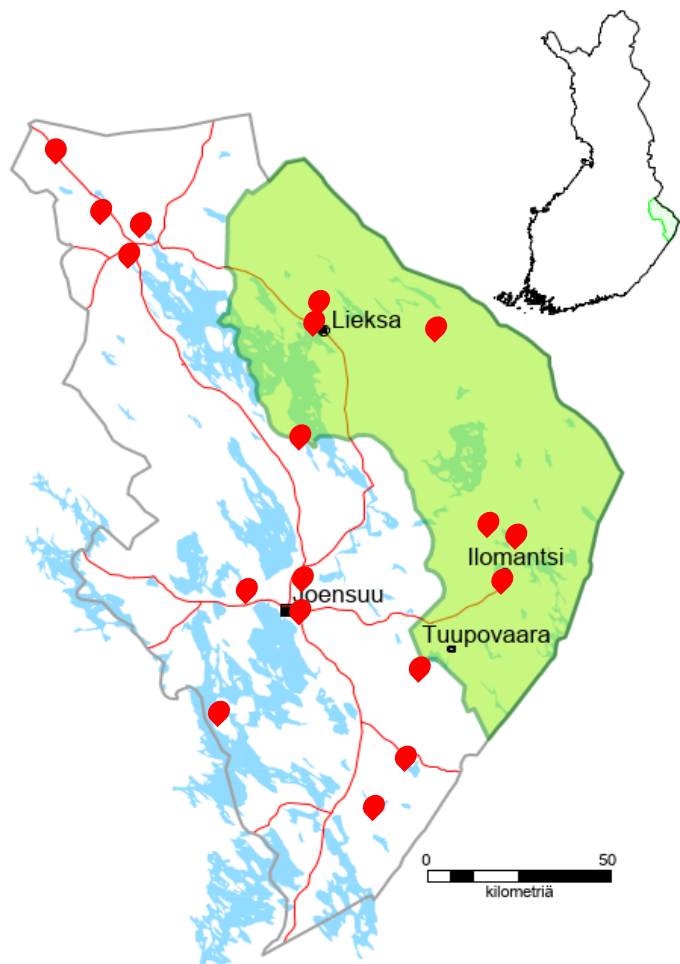
Main themes



Partnership network for sustainable development

- **Entrepreneurs and organisations in the biosphere reserve and in the vicinity**
 - Around 30 partners
 - They create their own sustainability goals and then work to achieve them
 - Support and possibility for international project collaboration





Partnership network for sustainable development



ÄKSYT ÄMMÄT
SUOMI-MATKAT



KARELIA COTTAGES



GREENSTAR HOTEL*



PARPPEINVAARA
Ilomantsi

JOENSUUN TAIDEMUSEO ONNI



PRO HÖYTIÄINEN

taito POHJOIS-KARJALA



PKS



ENO
Environment Online



KALEVALA

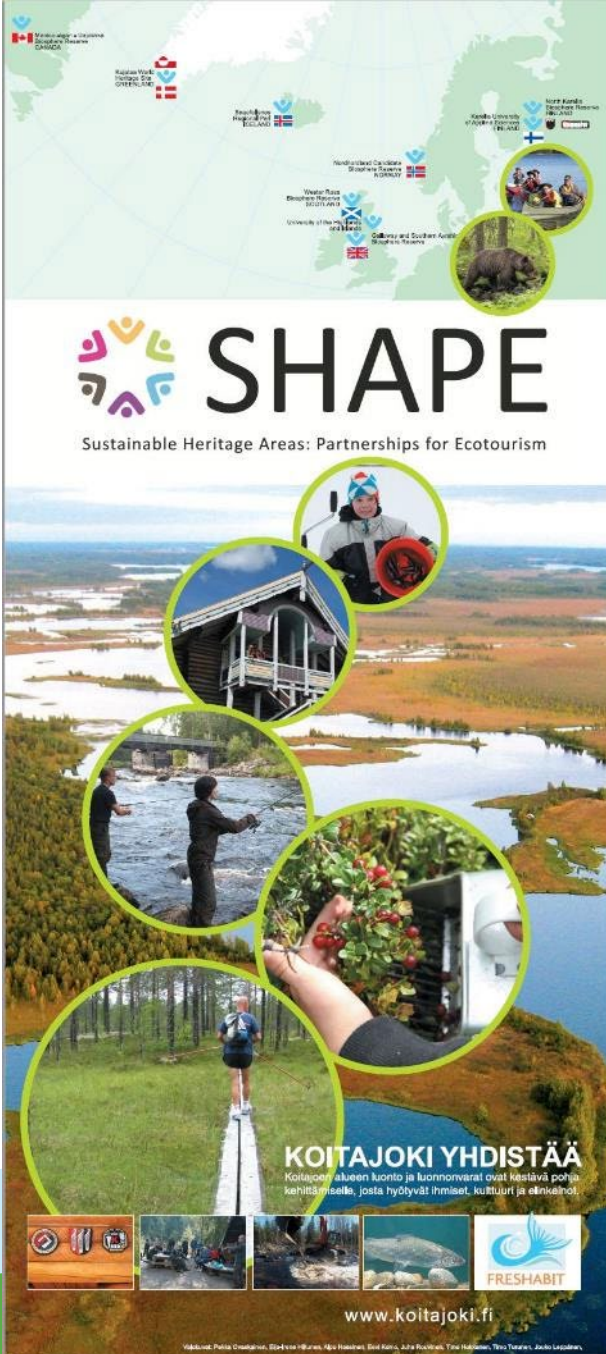


NORDIC KOIVU

FUTURE MISSIONS OY
NON-PROFIT COMPANY

SIMANA





Sustainable Heritage areas – partnerships for ecotourism

The aim of SHAPE was to enable authorities, businesses and communities to develop innovative approaches for ecotourism initiatives which preserve, manage and create economic value from local assets in the 'Cool North'



**Northern Periphery and
Arctic Programme**
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



Summary

- **Biosphere Reserves can be a tool for developing responsible tourism**
 - Bringing together actors in the region – vast stakeholder networks
 - Umbrella for the sustainability actions in the area - visibility
 - Support for the entrepreneurs
 - Spark and platform for projects/Partner or leader in projects



Thanks!

www.kareliabiosphere.fi

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Elinkeino-, liikenne- ja
ympäristökeskus



United Nations
Educational, Scientific and
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the Biosphere
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POHJOIS-KARJALAN
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