

 	Northern Periphery Programme 2007-2013	
	1 <sup>st</sup> call Application Form "DRAFT"	
	For Programme Secretariat use only	
	Registration no:	
	CAV number:	
Date of arrival:		

## Main Application Part 1: Content

### SECTION 1: PROJECT INFORMATION

1.1 Project Title:	
<b>Sustainable hunting tourism - business opportunity in the Northern Europe</b>	
1.2 Acronym/Abbreviation:	
NPPHunt	
1.3 Project Duration:	
Start date: 1.1.2008	Finish date: 31.12. 2010
1.4 Priority:	
Priority 1: Promoting innovation and competitiveness in remote and peripheral area	<input checked="" type="checkbox"/>
Priority 2: Sustainable development of natural and community resources	<input type="checkbox"/>
1.5 Target area / Location of the operation:	
<i>Finland:</i> NUTS II and III Pohjois-Suomi, Itä-Suomi and Keski-Suomi (regions of Lapland, Northern Ostrobothnia, Central Ostrobothnia, Central Finland, Northern Savo, Kainuu and Northern Karelia) <i>Sweden:</i> NUTS II: Mellersta Norrland, Övre Norrland, especially regions of Västerbotten and Norrbotten <i>Scotland:</i> NUTS II and III: Highlands and Islands, Dumfries and Galloway <i>Iceland:</i> the whole country <i>Canada:</i> The province of Newfoundland and Labrador	
1.6 Total project budget:	1 127 151
1.7 Request for funding:	
Member State, ERDF:	344 175
Member State 20 %, ERDF:	148 564
Norway, ERDF equivalent:	0
Norway 20 %, ERDF equivalent:	0
Iceland, ERDF equivalent:	140 462
Faroe Island, ERDF equivalent:	0
Greenland, ERDF equivalent:	0
Non Member State 10 %:	12 500
1.8 Document checklist:	
<input checked="" type="checkbox"/>	Complete Main Application Part 1, Part 2 and Part 3
<input checked="" type="checkbox"/>	Complete and signed Partner information forms from all parties
<input checked="" type="checkbox"/>	Annexes to Main Application Part 3, detailing the individual partner budgets
<input checked="" type="checkbox"/>	Attestation from Tax Authority from partners that are not allowed to recover VAT
<input checked="" type="checkbox"/>	Other, please specify: Annex 1. The partnership: main partners, national co-operation partners and reference groups Annex 2. The partnership participating to the planning process of the project application

I, the signing authority for the Lead Partner organisation, certify that the information in this proposal is accurate and that my organisation has agreed to co-ordinate the activities and carry the full responsibility of the project if this proposal is awarded funds from the Northern Periphery Programme 2007-2013. I certify that the project will be implemented in accordance with national laws and EU regulations, and I especially acknowledge the rules considering *public tendering, competition policy and eligible costs*. To

the best of my knowledge, a proposal with similar content, with the involvement of any of the partners has not been submitted to other EU-funded programme.

29.10.2007

Date

Signature

Full Name

Position

## SECTION 2: PARTNER INFORMATION

Lead Partner:	
Title of institution in English:	University of Helsinki, Ruralia Institute (Ruralia)
Location:	National organisation, offices in Mikkeli and Seinäjoki
Country:	Finland
Partner 2:	
Title of institution in English:	Haapavesi Vocational School, (HAO)
Location:	Haapavesi, Northern Ostrobothnia, Finland
Country:	Finland
Partner 3:	
Title of institution in English:	Swedish University of Agricultural Sciences (SLU), Umeå
Location:	Upper Norrland
Country:	Sweden
Partner 4:	
Title of institution in English:	Rural Economy Development (RED)
Location:	Upper Norrland: Västerbotten and Norrbotten counties
Country:	Sweden
Partner 5:	
Title of institution in English:	The Research Centre of the University of Akureyri, (RHA)
Location:	Akureyri, Northeast Iceland
Country:	Iceland
Partner 6:	
Title of institution in English:	Icelandic Tourism Research Centre (ITRC)
Location:	Akureyri, Northeast Iceland
Country:	Iceland
Partner 7:	
Title of institution in English:	Environment and Food Agency of Iceland (UST)
Location:	Akureyri, Iceland. The Environment and Food Agency is a national operator with head office in Reykjavik, South-Iceland and another office located in Akureyri, North Iceland.
Country:	Iceland
Partner 8:	
Title of institution in English:	Macaulay Institute (MA)
Location:	Operates in Highland and Island area, office located in Aberdeen, Scotland
Country:	Scotland
Partner 9:	
Title of institution in English:	University of Aberdeen (Uni- Aberdeen), Department of Geography and Environment
Location:	Operates throughout Scotland, office located in Aberdeen
Country:	Scotland
Partner 10:	
Title of institution in English:	Newfoundland and Labrador Outfitter's Association (NLOA)
Location:	Newfoundland and Labrador
Country:	Canada

The national co-operation partners and reference groups are presented in Annex 1	
Associated partner:	
Title of institution in English:	
Location:	
Country:	
Associated partner:	
Title of institution in English:	
Location:	
Country:	

## SECTION 3: PROJECT CONTENT

<b>3.1 Synopsis of the project (max 500 characters or ¼ page)</b>
The project will promote the development of sustainable hunting tourism that will diversify the economical activity of peripheral regions in Northern Europe based on the strengths of these areas, by <i>developing the companies and operational environment related to the sector</i> . The project will focus on practical development and networking activities based on exchange of transnational information and expertise on hunting tourism with the aims of <i>reducing the obstacles for the entrepreneurship, enhancing the activities of SMEs and provoking discussion and raising awareness of the potential and challenges of hunting tourism</i> based on the northern hunting cultures. As part of the process the project will create sustainable models for hunting tourism and tools for managing sustainability in different institutional settings, which will be combined to the material package and training materials and used in creating the criteria for sustainable hunting tourism.

<b>3.2 Overall objective of the project (max 2000 characters or 1 page)</b>
The overall objective of the project is to <i>support the development of sustainable hunting tourism that will diversify the economic activity of peripheral regions in Northern Europe</i> . To be able to reach the overall objective, the project has 6 sub-objectives, which are to:
<ol style="list-style-type: none"> <li>1) Develop and enhance sustainable and competitive national and transnational business concepts that will meet the needs of selected customer groups and are based on hunting cultures of Northern Europe.</li> <li>2) Develop the operational environment of hunting tourism by reducing the obstacles for the entrepreneurship and lowering the risk and threshold for start up companies in the sector without jeopardising the ecological and social sustainability.</li> <li>3) Strengthen the co-operation between different interest groups (SMEs, landowners, administration, marketing operators, local communities and education sector) in developing hunting tourism nationally and transnationally</li> <li>4) Strengthen the connections between actors in the hunting and tourism sectors nationally and transnationally</li> <li>5) Evaluate the possibilities for cross-country co-operation to develop a 'Northern brand' for sustainable hunting tourism</li> <li>6) Create and analyse knowledge required in directing future rural development and hunting in Northern Periphery area.</li> </ol>
The project activities are designed to contribute to these objectives in a concrete level.

<b>3.3 General project description (max 6000 characters or 3 pages)</b>
The project will achieve its objectives through four different types of activities: 1) practical development

work with SMEs 2) information collection to reduce the obstacles for the entrepreneurship 3) stimulating discussion and raising awareness of the potential and challenges of hunting tourism and 4) networking and increasing co-operation between different interest groups The activities have been divided into three different development lines.

- 1) practical development with SMEs (WP4, WP5, part of WP1)
- 2) information collection to reduce the obstacles for the entrepreneurship (WP2, WP3, WP4, WP5)
- 3) stimulating discussion and raising awareness of the potential and challenges of hunting tourism (WP4, WP3, WP2, part of WP1)

The 4th activity is cross cutting and integrated in all development lines. All these lines will be conducted simultaneously and tasks will be divided between the partners according to their expertise. There will be high level interaction and dialogue between these three lines throughout the project and they will support each other for example by supplying complementary information relevant to other activities. The project has been divided into 5 WPs, of which WPs 2, 3, 4 and 5 contribute to the substance of the project. WP1 is focussed on management and dissemination activities. Some of the WPs have been divided further in to the tasks in order to clarify the project structure as well as divide the labour better according to the partners' expertise. Each task contributes to solving crucial issues related to the business development in the sector and they have been developed in co-operation with the representatives of SMEs and regional actors during the planning process (annex 2). In each WP there is a general WP leader and a co-leader, who are responsible in general management of WP. In addition each task can have separate WP leaders and co-leaders in order to fully utilise the expertise within the partnership and guarantee the strong interaction between the partners in implementing the project's tasks as a team.

*WP1 Management, Coordination and Communication:* This WP includes the day-to-day management (financial and activities), communication, dissemination and evaluation of the project activities aiming to smooth implementation of the project. The aim of dissemination is to communicate the projects results to relevant interest groups, guarantee the wide utilisation of the project results and stimulate discussion and raise awareness of hunting tourism. The results of the project will be presented and disseminated in national and international seminars, regional meetings, through different media and communication channels according to the joint communication plan. As the project will be carried out in close co-operation with wide national and regional networks, the beneficiary groups will be regularly informed about the results during the project. 3 international seminars will be organised to inform a wider audience at the results and to network the actors and in each country a regular newsletter (6) of the project's process will be disseminated in national languages based on the common transnational newsletter. The results of the project will be published both at international and national levels and the publications will be distributed to the relevant actors. There will also be a website and other dissemination material for the project, where results and outputs will frequently be presented and available. This WP will contribute to all project's sub-objectives.

*WP2 The attitude environment and social framework related to hunting tourism:* Several different interest groups have their own approaches to hunting tourism. It is essential to integrate the development activities of the project to the current attitude environment and to understand the social framework of the sector. However, there is no current information related to this aspect or it is scattered and very difficult for SMEs to collect due to the lack of capacity or resources. The aims of WP2 are to provide this information to SMEs and actors supporting SMEs, to provide background information to the policy makers and rural development professionals, to estimate the potential of hunting tourism as business opportunity in rural areas of Northern Europe and guarantee the socially sustainable development activities in the sector.

The work will be based on a survey model implemented in Sweden in 1997. Changes in prerequisites and social acceptance of hunting tourism will be evaluated in each country, the key issues targeting the main interest groups, i.e. the hunting enterprises, local hunters, landowners and the public society will be addressed to get a better understanding of social conflicts related to hunting tourism and its social framework and to better estimate the potential of hunting tourism as a business opportunity. Two best practice SME case studies per country will be produced focusing on how the entrepreneurs interact with the local hunting culture and how the problems related to social sustainability have been solved in different institutional settings. The case studies will be selected so that they represent the most potential hunting tourism alternatives. Based on the results an objective estimation on the potential hunting tourism, the pre-conditions for the entrepreneurship caused by the social framework and recommendations and estimations how the hunting tourism could be organised within the framework will be presented and the social acceptance of hunting tourism will be evaluated. The national reference groups will be used to validate the

results to ensure comparability between countries (WP4 task 2). A joint report will be written including national results and trans-national comparisons. The information will be used e.g. to develop new products to the sector (WP4, task 1) as well as by policy makers in estimating the relevance of hunting tourism as part of the nature tourism sector. The case studies will be produced as a multimedia form and used as training material in WP 5 with other material. WP2 contributes especially to the project's sub-objectives 1, 2, 3 and 6.

*WP3 Objective information to support SME and operational environment development:* Hunting tourism is a relatively new business sector and there is a lot of basic information, crucial to the development of the sector that does not exist. For example there is very little business orientated information, knowledge or experience of the sector. The transnational approach will provide a wide enough background to gain this information. The aims of WP 3 are: to provide objective information on hunting tourism and tools for SMEs related to economical (marketing and economical potential) and ecological sustainability (monitoring models). In addition the aim is to establish relationships between sales organisations and SMEs. The information will support product development, help more effectively to plan better the sustainable game harvesting, estimate the business opportunities and enhance social sustainability of the sector by providing objective information. The WP has been divided into 3 tasks:

*WP3 Task 1 Sales organisation survey:* A survey will be made of organisations selling hunting tourism products (tour operators, tourism organisations, travel agencies). Contact information of the relevant sales organisations will be collected in co-operation with the hunting tourism companies and based on their contact lists. The results will be gathered and analysed. The aim is to define the marketing potential and future prospects of Northern hunting tourism and establish relationship between sales organisations and SMEs. This task will contribute especially to the project's sub-objectives 1, 4 and 5.

*WP3 Task 2 Monitoring models:* The game resource is a renewable resource only as long as it is not over-used. Hunting laws in most NPP countries state that the harvest must be adjusted according to the abundance and availability of game species. It is the responsibility of the landowner together with the owner of the hunting right to ensure that the law is followed. If hunting on a commercial outfit is not sustainable, it can not proceed. The only way to demonstrate and safeguard ecological sustainability and help SME's to prepare for variation in the game populations is to monitor the populations and their fluctuations. Monitoring systems vary between the countries and there is much to learn from good practices. In each country the existing game monitoring data and methods will be compiled and their usefulness and suitability assessed for SME's at the local level. Practical work on validation of monitoring tools will be done together with SME's in their hunting areas. The national reference group will be engaged in the process. The results will be reported and published and one international seminar (WP1) will be organized to raise the issue in public discussion. The task will provide material to the WP4 and WP 5 and it contributes especially to the project's sub-objectives 1, 2, 3 and 6.

*WP3 Task 3 The economic potential of hunting tourism* There is a need to compile precise basic figures to estimate the economic potential of the hunting tourism sector. The information will support decision making at both administrative and entrepreneurship levels and assist in creating social acceptance for hunting tourism. The existing information related to the economic role of hunting tourism will be collected together. The focus will be on two tourist types identified during the preparatory project: tourist buying "full package services" (typically foreign tourists or business customers) and independent tourists (buying mainly the hunting licence and some basic services like accommodation). The basic economic parameters will be defined and national gaps in the existing information will be identified. The existing data can be completed with small surveys in selected pilot regions. General, national and regional tourism statistics and studies will be used to complete the data and estimate the multiplicative effects and employment effect of tourism income. The future realistic growth potential of hunting tourism will be evaluated in WP3, task 1 Based on this work, the pilot calculations will be made for the current situation and two future scenarios based on the opinion of the sales organisations and general growth rates of nature tourism. National reference groups will be engaged to the process to guarantee the best knowledge and accuracy of the results. The information will be used in WP4 and WP5. This task contributes especially to the project's sub-objectives 2, 5 and 6.

*WP4 SME and operational environment development:* Enhancing the hunting tourism sector at business level is one of the main objectives of the project. The SME involvement and good co-operation with the interest groups are extremely significant throughout the project and for the future development of the sector. The aims of WP4 are to enhance national and transnational co-operation between hunting tourism

SMEs and the tourism sector in general, develop existing hunting tourism networks by promoting their activities, to create and test the potential of hunting tourism products based on the northern hunting culture as part of sustainable business concepts and to create and test the potential co-operation models and tools in hunting tourism sector. The aim of WP4 is also to influence to the operational environment of hunting tourism sector by involving interest groups in order to guarantee that the results and products of the project are relevant for the development of the sector. The WP has been divided into 2 tasks:

*WP4 Task 1 Professional entrepreneurs in joint action* : Due to the different institutional and natural conditions and the variations between the interests and development stages of the companies, the SME development activities will be conducted in small development groups. The groups will be based on the common interests of the SMEs and the project provides the results and the expertise of the partnership and reference groups transnationally to their use. SME groups will utilise the results from WP2, WP3 and WP4 task 2, will give feedback to them and will enhance the existing networks in the sector by providing them a transnational discussion forum. Up to 4 development groups will be established each including approx 4-10 motivated companies. The groups are national or transnational depending on the activities. The groups define themselves the main development focuses feasible to the project context. This kind of focuses can be the product development based on the sales organisation survey or modifying the criteria of sustainable hunting to be used as a tool in existing entrepreneurs' networks. The groups will be provided with a professional facilitator at the local level (partners or national co-operation partners). The facilitator will create together with the SMEs the development plan, organise the process, monitor the progress and document the best practises in methodological level to be distributed further. The groups will interact with each other, participate in joint transnational seminars and, if feasible, organise joint working group meetings. The companies in the development groups are responsible to continue the started development process further after the project's lifespan. Some examples of the companies that have preliminary expressed their interest for the project are mentioned in the annex 1. This task will contribute especially to the project's sub-objectives 1, 4, 5 and 6.

*WP4 Task 2 Influencing the operational environment*: In each country national reference groups will be established to monitor the relevance of the project activities, guarantee the wide dissemination of the results and maximize the awareness of the key actors of the project. The groups will consist of members of interest groups related to the sector. A special emphasis is on representatives of the indigenous people in the NPP area to guarantee that the interests of for example the Sámi people can be secured. The national reference groups will meet twice a year (total 6 times) and they will be integrated to the project activities throughout all WPs. By using the wide expertise and involvement of the interest groups and the material gatherer in the project, the groups will create criteria for the sustainable hunting tourism. These guidelines will provide a tool for existing hunting tourism networks to develop their activities and it can be used as a first step towards to quality standards for the networks. Each reference group will work nationally with strong transnational interaction. The aim is to create joint guidelines for Northern Periphery areas. The role of the reference groups is also to deliver the information to the national administration in order to adapt the national institutional framework so, that it would better suit to the entrepreneurs and future development SMEs. This task contributes especially to the project's sub-objectives 2, 3, 4, 5 and 6.

*WP5 Training material and developing the start up companies* :The information related to hunting tourism is very scattered at the moment and there is very little business orientated training material on the topic. NPPHunt project will cumulate a lot of material and knowledge, which can be utilised to produce and develop demand driven education and training material. This information is especially significant to start up companies. To be able to develop their activities further they need information on the basics of hunting tourism as well as opportunities to benchmark different kind of models and solutions to focus their own business idea or activities. The aim of this WP is to enhance these companies by providing to them wide range of information and training possibilities as well as network them with the advanced companies in order to lower the threshold and the risk for start up companies. The material produced in the preparatory project as well as in other WPs (WP2, WP3, WP4 and part of WP1) will be collected together, modified as a general information package on hunting tourism and made available via the Internet. The basic material will be transferred to training materials and the pilot courses based on it will be planned by the education organisations participating to the project (partners or co-operation partners). To guarantee the widest possible use of the material, it will be translated to national languages of partners and in the pilot courses blended learning methods will be used. The experts from the partnership as well as SMEs from the development groups will be used as tutors or lecturers as feasible. The material and courses will be revised based on the feed back from the pilot courses and the courses will continue as part of the training programmes of the education organisations. The internet material will be updated and maintained after the

project's lifespan by one of the entrepreneurs associations. The preliminary negotiations have been had with the Finnish Nature-based Entrepreneurship Association. This WP contributes especially to the project's sub-objectives 1, 2, 3 and 4.

### 3.4 Justification for the project's approval (max 3000 characters or 1½ pages)

The Northern Periphery Area is rich in different kind of game populations due to the extensive wideness areas and variety of natural and semi-natural habitats. Historically *hunting and utilisation of game* has been a significant source of livelihood in the area and it still *has a significant role in the culture of the NPP area*. However, the number of rural hunters in many countries is decreasing due to the age structure of rural regions. This causes a *growing ecological potential for hunting*. Hunting tourism has been seen as *one potential solution to continue the sustainable management of the game populations whilst providing a realistic source of livelihood based on the existing cultures of the northern regions*, to diversify the economy in the NPP area. Hunting tourism is a *labour intensive sector* and the employees must have extensive local knowledge. The *income from nature tourism primarily remains well in rural regions* and therefore these factors make it particularly interesting in relation to rural development.

There are a relatively large proportion of companies in the NPP area who base their business activities in natural resources and rural tourism. These companies are looking for off-season activities, which could extend the season and provide more economically sustainable prerequisites for the entrepreneurship. Therefore, *there is existing business potential within the NPP area to create high quality hunting tourism (including camera hunting) products*, which in addition to natural resources, makes hunting tourism potential especially high for these regions. However, *hunting tourism is still generally a poorly known sector and is therefore also insufficiently utilized*, even though there are no regulatory obstacles for the entrepreneurship in the sector. The only country in the NPP area with a significant existing hunting tourism sector is Scotland and their experiences and knowledge could be used more widely to enhance the sector elsewhere. It has been estimated for example in Sweden that it is not unlikely that there might be twice as many people working with hunting tourism within the foreseeable future as there are now. A first step is, however, to facilitate the development of the sector and help existing SME's.

When developing hunting tourism activities, *the most important aspect to take in consideration is sustainability (ecological, social, economic) to guarantee the operations in the long term*. In the practical level there is acute need for information and feasible solutions to problems: how hunting tourism could be developed and it's business potential utilised so, that it would not jeopardise the ecological or social sustainability and yet be economically viable. The *main barriers* for business development in hunting tourism have been estimated to be *lack of information, lack of feasible business models and lack of co-operation* within the sector as well as with the tourism sector in general.

*Social sustainability* and fluent co-operation with the stakeholder groups is perhaps *the most crucial issue related to the development of hunting tourism* at present. Without solving these issues it is impossible to establish long term operations. Due to the wide public hunting rights and intensive hunting club activities in most of NPP countries, one of the key elements for success of SMEs is good co-operation with the local hunters and adaptation to the local hunting culture. There are also many different kind of stakeholder groups (local people, landowners, indigenous people, nature tourism professionals) having their own approaches to hunting tourism. In order to guarantee social sustainability, all these must be taken into consideration in development work.

The other *core value in hunting tourism is ecological sustainability*. The biological resources set a very clear framework for hunting activities and their seasonality, regardless that for example including camera hunting activities to the company's operations can extend the season. The companies need to know the appropriate harvesting and reproduction rates and be aware of the population fluctuations. In order to enhance the social sustainability, the companies also need to be able to demonstrate the ecological sustainability of their operations. The only way to demonstrate and guarantee this is to have tools to monitor the game populations also at local levels. There are existing wildlife monitoring systems that could be used, but there is considerable variation between countries. There is no objective updated information related to them or it is widely scattered, even though there is a lot to learn from good practices. For SMEs to collect and benchmark widely this information is very difficult due to the lack of capacity or resources.

In order to objectively estimate the potential of the hunting tourism sector as a source of livelihood in Northern Europe, there is *a need to produce more precise figures on the economic value and potential of*

the sector. This kind of information does not widely exist at the moment and many current activities related to the sector are based on “educated guesses”. Concrete information will help the entrepreneurs, when justifying the value of the sector, support decision making at different levels and also assist in creating social acceptance in the operational environment.

Hunting tourism is currently a minor sector within nature tourism in most if not all NPP countries. A *transnational approach is needed to be able to form a wide enough background to truly develop future actions in the sector*. In all NPP-countries, except in Scotland and Ireland, hunting tourism is relatively undeveloped and there is very little business orientated information, knowledge or experience in the sector. In Finland and Sweden there are some entrepreneurs in the sector (approx. 100-150 per country), but their activities are small and undeveloped. In Iceland the hunting tourism sector is still in its infancy and seeking appropriate directions for future development. Therefore, there is strong interest from the entrepreneurs to have more comparable information, identify good practises and exchange experiences from other countries, where the hunting culture and ecological, social and institutional conditions are relatively similar. Transnational comparisons of hunting tourism practises and activities should benefit development of the sector within the entire NPP area. It is also very important to be able to use experiences from countries with an existing strong hunting tourism sector (namely Scotland) to enhance the development of the sector elsewhere. In addition the number of professional hunting tourism entrepreneurs is currently quite small in each country and a transnational approach will make it possible to combine groups of entrepreneurs for cross-border cooperation.

The content of this *project is directly related to the both priorities of the Northern Periphery Programme 2007-2013*. In addition to focusing on sustainability, the goal of the project is to achieve improvement in entrepreneur activity and increased employment in this potential but underdeveloped business sector by identifying methods for new business concepts, products and markets for hunting tourism. The hunting tourism entrepreneurs and related interest groups (SMEs, guiding, hunting and public organisations) have participated actively in the planning of the project to guarantee its relevance (Annex 2). Active cooperation among business, government and universities will be stressed throughout the project activities.

The project results will *help the development of existing hunting tourism companies and enhance the establishment of new companies* in Northern Europe. The results will also *bring valuable information to support decision making* at both administrative and entrepreneurship levels and also *assist in creating social acceptance* in the operational environment of the enterprises. In addition the results *will benefit the training and advisory activities by providing suitable tools and material and will enhance the co-operation, networking and marketing of sustainable hunting tourism in northern regions*.

Since hunting has been an essential part of rural livelihoods and still has a significant role in the nature connections of the people living in Northern Europe, development of hunting tourism can also *contribute to an international understanding for the natural and cultural values of Northern Europe*. Furthermore hunting tourism can contribute to social exchange between rural and urban areas in the North, as well as between Northern areas and the other regions of Europe and the rest of the world.

## **SECTION 4: CONTRIBUTION TO THE NORTHERN PERIPHERY PROGRAMME CONCEPTS**

4.1 Please demonstrate the project's added value. Describe the product(s) and service(s) that will be developed: (max 1000 characters or ½ page)

The project operates with a business sector that it is in the initial phases of development in most of the participating countries (excluding Scotland). Therefore the joint transnational work in generating the results and products is essential to acquire an adequate knowledgebase. The project aims to find innovative solutions to transfer the activities of what are traditionally viewed as leisure pursuits to the business environment without damaging the social sustainability. The project also deals with the politically and socially very sensitive nature tourism sector. In addition there is a significant lack of basic information about the sector. Therefore, the project must be very adaptable and flexible in problem solving. Also the project must be objective in implementing activities, not pursuing blindly just one product or service set in advance, without being dynamic enough to select the most relevant and feasible approaches for the current attitude environment.

By combining innovation solutions, the project will create sustainable business models for hunting tourism in different institutional settings as well as develop tools (models and guidelines) for managing social, ecological and economical sustainability at the local and SME level. This information will be used to produce a *material package* for the internet, which will be transferred to *training material and pilot courses* (e-learning and face to face learning) in national languages of the participants. The information will also be used in producing the *criteria for sustainable hunting tourism based in northern hunting culture*, which will serve as a tool to harmonise the significant quality variations within the existing SME networks in the sector as well as help to establish transnational operations due to the harmonised quality base. The aim is to create the common criteria for Northern areas. The project will also contribute to developing business activities and creating new business opportunities in the sector in addition to training material by the work done in SME development groups e.g. by developing *new/improved transnational products to the sector as part of sustainable business concepts*. The aim is to create up to 3 new or improved innovative hunting tourism products per country as a result of the work of SME development groups based on exchanging experiences and new information generated in the project. The aim is e.g. to address new potential customer groups based on the feedback from sales organisations. The project will also develop a *forum for SME interaction and co-operation* in the SME development groups (up to 4), reference groups (one in each country) and pilot courses and evaluate the potential for joint brand of Northern hunting tourism. In addition the project will *contribute to the development of the operational environment of hunting tourism sector* by producing *objective information* (internet material, publications, articles) as well as *increasing the awareness of the interest groups and actors on the potential of hunting tourism* (seminars, publications, articles, newsletters) and *raising crucial issues to the public discussion* (seminars, publications, articles). The project will also *increase the expertise of the actors* related to the sector in different levels (pilot courses, internet material, seminars, reference groups, publications, articles).

Note: Do not forget to fill in the number of transboundary products and services in section 8 Indicators.

4.2 Please describe the transnational impact of the product(s) and service(s) that the project aims to develop: (max 1000 characters or ½ page)

The products and results are created by using the transnational information, transnational comparisons and examples to be able to achieve adequate amount of information to be able to achieve the project's objectives. Otherwise the results could not be achieved. In many objectives the main aim is to create solutions and co-operation covering the whole NPP area and generating competitive advantages to it e.g. by evaluating the possibilities to create "Northern brand " to sustainable hunting tourism. Basically all the products developed in the project are transferable to the different areas in NPP region, even though individual models require some adaptation to the local institutional settings. The similarities of the NPP area regarding hunting tourism and hunting culture provide excellent opportunities for this

The same training material and pilot courses will be used in whole area due to the translations. Also the aim is to develop the common criteria for sustainable hunting tourism for the Northern area. The project results create common "rules" and knowledge base for sustainable hunting tourism, raises the possibilities to the wide discussion and generates transnational network and co-operation to continue the development activities in transnational level.

4.3 Please demonstrate the project's transnationality: (max 2000 characters or 1 page)

Hunting tourism is a relatively minor sector within the nature tourism sector in the NPP area. In development of the sector, the *transnational approach is needed to be able to create a background wide enough to truly develop future activities*. In all the NPP area countries, with the exception of Scotland and Ireland, the hunting tourism is relatively undeveloped and there is very little business orientated information, knowledge or experience in the sector. Therefore there has been *strong interest from the entrepreneurs to have more comparable information from other countries*, where the hunting culture and ecological, social and institutional conditions are relatively similar.

*Joint development:* The project is based on the co-operation developed and work conducted within the preparatory project NPP-Hunt (Development of sustainable hunting tourism in Northern Europe). During the preparatory project, the project idea has been developed jointly with the whole partnership, the SMEs and other actors and interest groups in the project region (annex 2). The aim of the project is to promote the development of hunting tourism in the whole Northern area by combining the expertise and supporting

networking between the different interest groups transnationally to be able to guarantee wide background enough for the further development. The project aims to establish joint products and support activities related to hunting tourism in the whole project area.

*Joint implementation:* By identifying good practices and exchanging experiences and comparing them transnationally, they could be better used to benefit the whole area. It is also very important to be able to use experiences from countries with a strong hunting tourism sector, but yet similar kind of ecological and sociological conditions (namely Scotland) to enhance the sector also in other areas. In addition the number of entrepreneurs in the hunting tourism sector is currently quite small in each country and a transnational approach will make it possible to combine groups of entrepreneurs for cross-border activities. Technically the implementation of the project has been divided in the WPs developed in co-operation with all the partners. In each WP there is a general WP leader and a co-leader, who are responsible in general management of WP. In addition each task can have separate WP leaders and co-leaders in order to fully utilise the expertise within the partnership and guarantee the strong interaction between the partners in implementing the project's tasks as a team.

*Joint staffing:* The WP structure and the division of labour require the project personnel work as a team throughout the implementation of the project. In addition the tasks are allocated according to the expertise of the project partners, which means that one partner can be responsible in implementing some task for the whole project area.

*Joint financing:* The part of the project funding has been combined as common costs, which will be used to benefit jointly the whole partnership.

Indicate which transnationality criteria the project meets

Joint development	x	Joint implementation	x
Joint staffing	x	Joint financing	x

4.4 If applicable, please describe the triple helix partnership or if the project will work in a triple helix context: (max 1000 characters or ½ page)

One of the project's core activities and objectives is to strengthen networking between the different interest groups (SMEs, landowners, administration, marketing operators, local communities and education organisations) and disseminate the existing research results to be able to form a basis of practical business development and concepts for sustainable hunting tourism. The project's work will be carried out by using network based methods. The tight co-operation between the interest groups and interaction with the research and SMEs will be highlighted throughout the project's activities. To ensure this, the representatives of universities, administration and SMEs have taken part in the planning process under the preparatory project Development of sustainable hunting tourism in Northern Europe (Annex 2). In addition to the project partnership within each country there have been established a national network representing the different interest groups. The national networks include different kind of participation levels (actual partnership, national co-operation partners, reference groups) to guarantee the wide representation of target groups of the project, but still keep the partnership manageable. The focus has been in triple helix model. The national partners will implement some project's tasks and the role of the national reference groups is to monitor the relevance of the project activities at the national level as well as to guarantee the wide dissemination of the results and maximize the awareness of the key actors of the project. The national reference groups will meet approximately twice a year and they will be integrated in the project activities by using their expertise throughout all WPs. The draft versions of national networks are presented in Annex 1.

Note: If applicable, do not forget to fill in the number of triple helix partnerships in Section 8 Indicators.

4.5 Strategic project features if appropriate: (max 2000 characters or 1 page)

To be applied in specific calls launched by the Programme Monitoring Committee.

## SECTION 5: INTEGRATION AND IMPLEMENTATION OF THE HORIZONTAL PRINCIPLES OF EQUAL OPPORTUNITIES AND SUSTAINABLE DEVELOPMENT

**5.1 Equal opportunities: How have equal opportunities been integrated into the project plan? Have any specific equality objectives been set? (max 1000 characters or ½ page)**

In the project, it will be ensured that interested participants and actors have the possibility to take part in the project activities regardless of their sex, age, location, social/cultural attributes or language skills. Both male and female experiences concerning hunting tourism and entrepreneurship are covered and the activities will include both female and male hunting tourism entrepreneurs. One objective of WP4, task 1 will be targeted to the problematic of attracting more women customers and creating hunting products for them, due to the growing amount of women leisure hunters. The project activities will also be designed so that they will fit to entrepreneurs of various ages and guarantee the opportunities to participate regardless of the language skills of the entrepreneurs e.g. concerning the training material and criteria of hunting tourism (translations, different dissemination methods and channels).

The project will aim to avoid conflicts with the indigenous people. In order to guarantee this, the representatives of indigenous people as well as other interest groups will be participating in the national networks and reference groups in all relevant project countries.

Indicators: training material translated versions in 4 languages (internet material and 1-2-pilot courses). Material disseminated by Internet (database, multimedia), newsletters (hard copy and e-mail 6 during the project), 3 international seminars divided in different countries, 6 national reference group meetings in each country, 1-2 products targeted to women hunters, which can be applied in participating countries.

**5.2 Equal opportunities: How will equality be reflected in the composition of the project partnership? Information may be included on wider partnerships, including steering groups, associated partners, stakeholders, end beneficiaries, etc: (max 1000 characters or ½ page)**

The project partnership is based on the expertise on the topic and is therefore e.g. gender and age neutral. Both male and female aspects and experiences (SMEs, experts) concerning hunting tourism and entrepreneurship were covered already in the planning phase of the project. In all the countries the project idea has been tested by asking for comments from SMEs and other actors thus enabling influence in the planning process regardless of the language skills, age or location (Annex 2). The management structure of the project includes 3 levels: actual partnership, national co-operation partners and reference groups to guarantee the wide representation of target groups of the project, but still keep the partnership manageable. This structure aims also to provide to give widest possible contribution to the equal opportunities in participating to the project.

**5.3. Equal opportunities: What steps, if any, are being taken to ensure that equal opportunities are taken into account in the implementation of the project? What actions are being taken to create a positive impact in terms of equal opportunities? (max 1000 characters or ½ page)**

One of the main activities of the project is to create *national reference groups* as well as the wide national networks to operate as a part of the wide project partnership, without making the partnership administratively unmanageable. By these means it will be ensured that *all actors related to project topic have a possibility to benefit on the project as well as participate into it* regardless of their location (peripheral), language skills, age or cultural background.

The *training material* in the project will be *translated* in 4 different languages and will be *disseminated by Internet* as well as in *pilot courses* to guarantee the possibilities to participate regardless of e.g. the location or age. The project will publish *6 newsletters* during the project, which will be *translated* and *disseminated by different methods*. Also the other *material* (survey results etc.) will be *disseminated via different kind of media and channels* to guarantee the wide utilisation and possibilities to all interested actors to have access to them. This includes the seminar material of the 3 international seminars. A part of the external expert costs and dissemination costs has been nationally reserved for this.

The project will work in *close co-operation with the different networks* in the sector, which will also guarantee the wide access to the project. The SME development groups and trainings will be *accessible to the all participants* regardless of their age, sex or cultural background. The *facilitator* of the groups *will also help with potential language and cultural problems* of the SMEs.

**5.4 Equal opportunities: Please indicate which of the following classifications applies to the project and justify this choice below: (max 1000 characters or ½ page)**

The project is positive in terms of equal opportunities	x
The project is neutral in terms of equal opportunities	
<p>The project will take certain measures in its implementation to safeguard the equal opportunities according to the objectives of the project as well as NPP programme. Resources for these activities mentioned in section 5.3. are also allocated in the project budget as part of the material creation, dissemination and influencing the operational environment. In general the project will bring together the different interest groups related to hunting tourism. It will also help the actors in the sector to join in transnational network and benefit of the project results regardless of the age, sex or location, cultural background or language skills of the actors.</p>	

<p>5.6 Sustainable development: How has sustainable development been integrated into the project plan? Have any specific sustainability objectives been set? How will negative environmental impacts be mitigated and reduced and what actions are being taken to create a positive impact in terms of sustainability? (max 1000 characters or ½ page)</p>
<p>The <i>main aim of the project is to develop ecologically, economically and socially sustainable hunting tourism</i>. The project will concentrate on all the dimensions of sustainability (ecological, social (including cultural) and economical) and will produce models and concepts to improve all of these dimensions in the operations of rural SMEs. Also the aim is to join these dimensions in competitive business concepts.</p> <p>The project will have a positive environmental impact, raising and securing the standards of ecological sustainability of hunting tourism in the project area e.g. by <i>providing monitoring tools for SMEs and developing the co-operation between the SMEs and e.g. local hunters</i>. This will safeguard the ecological sustainability of hunting tourism, which can be seen sometimes as a risk in developing the activities. The project will assess the economic potential and <i>develop sustainable business concepts, improve existing and create new hunting tourism products that will be viable</i> in rural areas. The social and cultural sustainability of the activities will be guaranteed by <i>close co-operation of the stake holders and interest groups and by establishing wide national reference groups</i>. The project will also <i>create best practices to improve social sustainability</i>, which is one of the most critical aspects in developing hunting tourism. One of the aims of the project is also to <i>create the criteria of sustainable hunting tourism in Northern Europe</i>. As a part of the project the <i>target groups will be informed</i> widely on the results of the project, which promotes the sustainable use of natural resources. The training material targeted to the entrepreneurs will also be based on sustainability.</p>

<p>5.7 Sustainable development: Please indicate which of the following classifications applies to the project and justify this choice below: (max 1000 characters or ½ page)</p>				
<table border="1" style="width: 100%;"> <tr> <td>The project is positive in terms of sustainable development</td> <td style="text-align: center;">x</td> </tr> <tr> <td>The project is neutral in terms of sustainable development</td> <td></td> </tr> </table>	The project is positive in terms of sustainable development	x	The project is neutral in terms of sustainable development	
The project is positive in terms of sustainable development	x			
The project is neutral in terms of sustainable development				
<p>The main aim and core value of the project is to develop ecologically, economically and socially sustainable hunting tourism. This is a cross-cutting issue in all the projects activities and some of the project's main activities are planned to bring solutions to improve sustainability. All products of the project (e.g. new/improved products, training material, criteria) are having sustainability as the core value and starting point. The project will concentrate on all the dimensions of sustainability (ecological, social (including cultural) and economical).</p>				

## SECTION 6: ALIGNMENT WITH EUROPEAN AND RELEVANT DOMESTIC STRATEGIES

<p>6.1 Analyse how the project contributes to the Lisbon and Gothenburg Agendas. (max 1000 characters or ½ page)</p>
<p>The project aims to enhance and diversify sustainable business activities in the NPP area by synthesizing the knowledge and promoting innovative solutions. Therefore the project has direct connection to both the Lisbon and Gothenburg Agendas. In line with the Lisbon Agenda the project will promote knowledge and innovation for growth and also enhance the jobs and business development. Due to the core focus of the project, ecologically, socially and economically sustainable hunting tourism, the project supports the main concept of the Gothenburg agenda; combining the economic growth, social cohesion and environment protection to be able to achieve successful long term results. Also the project contributes in its context to</p>

several challenges for sustainable development mentioned in agenda, like managing natural resources more responsibly, land-use management and dealing with the economic and social implications related to the socioeconomic changes in the population.

**6.2 Please list any other alignments with relevant Domestic and European Strategies. (max 1000 characters or ½ page)**

The project has many links to national strategies and policy programmes in participating countries. E.g. in Finland the project diversifies the rural economy in line with the Rural Policy Programme, enhances the nature-based tourism, which is based on the strengths of rural regions and creates theme based nature tourism products especially for the low season targeted not only to domestic tourists. All these has been highlighted also in the National Tourism Strategy 2020 and Plan of Action 2007-2013 related to Strategy as well as in regional strategies like Regional Development Plans of Lapland, Northern Ostrobothnia, Central Ostrobothnia, Kainuu, Northern Karelia and Central Finland. Utilisation of game and hunting tourism has also been especially highlighted in the regional tourism and development strategies of Lapland, Northern Karelia, Kainuu and Central Finland. Especially in Central Ostrobothnia and Central Finland the need for wider co-operation (national or transnational) related to these issues is mentioned. Enhancing nature tourism and utilisation of game as part of it has also been brought up as one of the activities to be developed in the new forthcoming national Forest Policy Programme. Also in Sweden the relevance of the sector has been brought up as one potential nature tourism sector in Northern regions. The regional tourism plan of Norrbotten county (Norrbotten Lapland 2004-2010) mentions the hunting tourism as one relevant nature tourism sector to be developed and highlight the utilisation of local culture in tourism products. The regional Development Plan of Västerbotten highlights also the development of nature tourism and new products developed to European markets. Hunting as nature-based activities is mentioned as one strength of the county in the Regional Tourism Strategy of Västerbotten.

In Iceland the project aligns with the official tourism strategy 2008-2014, where the emphasis is in sustainability and nature based activities. Additionally both RHA and ITRC (the main national partners in Iceland) have taken part in building a specific policy agenda for the Nordisk Innovation Centre (NICe) on tourism and innovation. As hunting tourism is a relatively under developed field in Iceland, the project has direct linkages to the development new ventures and innovation in peripheral areas. The development of hunting tourism also aligns with the Icelandic agricultural policy which states that sustainable uses of local resources should be promoted and rural communities be made able to sell local food products, processed locally and sold locally.

The project is also in line with new EU Strategic guidelines for Rural Development, which highlights the sustainability aspect in all dimensions.

## **SECTION 7: COMMUNICATION, INFORMATION AND PUBLICITY STRATEGY**

**7.1 Internal communication, Please outline the methods of internal communication within the project partnership and include a description on the structure of the partnership: (max 1000 characters or ½ page)**

The project includes 3 different kinds of participation levels (actual partnership, national co-operation partners, reference group) to guarantee the wide representation of target groups in the project, but still keep the partnership manageable. The actual partners (from each country there are both research and SME development partners) will actively take part in implementing the project and act as national main partners. The national co-operation partners will take part in implementing the project tasks appropriate for their expertise. There will also be established national reference groups, which will participate in some activities as a role of external expert, monitor the progress in national level and guarantee the wide dissemination of the results and maximize the awareness of the key actors of the project. (Partnership structure in Annex 1)

Both international and domestic internal communication will be through four main methods; (1) meetings, (2) video-conferencing, (3) e-mail, (4) telephone/Skype and (5) intranet for the updated documents. *All project partners will participate and commit on the internal transnational communication.* The communication is facilitated by WP leaders regarding to each WP in addition to lead partner. This safeguards the needed communication as well as each partner's active role in it. All partners will also involve more than one responsible person for the project to enable fluent communication and

implementation in cases the person working in the project is absent for some reason.

The international Steering Committee (SC) will be established. It will meet six times and attend to video-conferencing at least six times during the project acting as one significant communication channel between the partners. The minutes of each meeting will be written by SC members. The meetings are organized by the hosting national partner, whilst the video-conferences will be organized by the Lead partner. The national partners may participate in the project meetings when possible. Electronic communication is to be used as needed, and all documents are communicated between the partnership and disseminated to national partners as needed. All the updated internal documents will be made accessible to all project partners, including the national partners, in intranet. The SC members will have the responsibility to communicate frequently with the national network and reference group, enhance the transnational dialogue of these groups and deliver the feed back from them to the rest of the partnership. The results of the project will be evaluated by the reference groups regularly. The reference groups meet 6 times during the project.

**7.2 Internal communication, Please outline the decision making procedures within the project partnership and include information on any joint decision making structures, steering committees, stakeholder input, etc. (max 1000 characters or ½ page)**

A Steering Committee (SC) will be set up at the start of the project consisting of one representative of each national main partner organisations. The SC will undertake responsibility for all main strategic decisions relating to project planning, time schedule and finance as well as will be the decision making body on both managerial and scientific aspects of the project. The lead partner will chair the SC meetings. The WP leaders have the responsibility to lead their WPs and prepare the decisions related to them to the SC. The relevance of the project activities will be evaluated and monitored by the reference group and SME development groups. They will make suggestions to the SC for directing the project. The national main partners will prepare the suggestions together with the reference groups and SME groups to be presented to SC. All material (including the meeting agenda) related to the main decisions need to be made will be distributed well beforehand the meeting to SC members. Also the regional reference group members and SME development groups have access to this material via intranet.

In specific situations like e.g. changes in the partnership, the lead partner will undertake responsibility of allocation of work amongst partners, monitoring project activities and coordination of the implementation of tasks. The lead partner will negotiate with the partners in question and communicate with the SC.

The national main partners are responsible for the successful advancement of the project in each respective country. They are also responsible on practical level decision making in each country. Nevertheless all major decisions related to the project planning or implementing must be discussed with the Lead partner, WP leader in question and SC members beforehand.

All basic communication between NPP and the project is in the hands of Lead partner, who is responsible for receiving information and disseminating it to members of the international steering committee.

**7.3 External communication: Please outline the communication and dissemination objectives and methods set by the project: (max 1000 characters or ½ page)**

The aim of the project is to promote sustainable hunting tourism in Northern Europe. In order to reduce the obstacles and enhance the SME activity, the project will focus on the practical development work, information gathering and networking, to stimulating discussion and raising awareness of the potential and challenges of hunting tourism. Therefore, dissemination and communication with the interest groups is one of the main activities of the project. The main objectives for the dissemination and communication activities are: 1) disseminate the project's results to guarantee the wide use of them and maximize their benefits 2) add the general awareness of potential, possibilities and challenges of hunting tourism in order to enhance the development of the sector, 3) by providing objective information increase the social sustainability of the sector.

In general the dissemination of the project's results and communication of the project's problematic will be done through the national and international networks of entrepreneurs and other actors, rural developers and administration related to the sector as well as regional, national and transnational media by using the project's dissemination tools. The reference groups, SME development groups and pilot trainings have also a significant role in disseminating the results. The progress of the project and results will be presented and

disseminated in national and international seminars, regional meetings, through different media and communication channels like Internet, e-mail newsletters, magazines, news services, newspapers, popular publications and scientific publications ensuring the effective communication with different target groups. For each target group the most suitable media and structure of the communication (e.g. language) will be chosen. The results of the project will be published both in international and national level. The publications will be distributed to the relevant actors and they will also be available for wider public via internet. As the project will be carried out in close co-operation with wide national and regional networks the beneficiary groups will be regularly informed about the results during the project.

**7.4 External communication: Please outline the target groups and audiences which will be targeted through the project's external communication and dissemination. Why have these been chosen? (max 1000 characters or ½ page)**

The external communication and dissemination will be targeted to the *project's target groups, media and general public*. The target groups for the project are hunting tourism SMEs (existing and start up) in Northern Europe, landowners, business development and marketing organizations, advisors and mediators, education organizations, rural development policy makers, administration related to hunting and local communities. These actors have the key role in developing the sector in co-operation with each other as well as generating the social sustainability in the sector

Since the project wants to generate discussion about critical aspects of hunting tourism, the project will target the communication also to different kind of media. The role of media is vital in raising general awareness of the sector, the possibilities and products that hunting tourism can provide.

Also the general public will be informed about the project, its accomplishments and results via different kind of media like newspaper articles. The intention is to bring out the potential of the sector as well as improve the social framework of the companies.

**7.5 External Communication: Please list the communication tools to be developed providing an estimated timeframe. Include information on any planned conferences or seminars and describe how communication tools will be kept updated throughout the project's life time: (max 2000 characters or 1 page)**

The project will use in dissemination and external communication the following tools:

- \* the project website, where results and outputs will frequently be updated (will be established within first six months)

- \* press kit with a standardized template for all project related material, a logo; basic press release; project brochure; project summary (will be established within first six months)

- \* material for the presence at domestic fairs-/seminars-/conferences as well as key international events like the project brochure (from the press kit) and project roll-up (will be established within first six months)

- \* project case study (will be established within first six months)

- \* In each country a regular newsletter of the project's process will be disseminated based on the common transnational newsletter. Six newsletters will be made during the project's lifetime. In each country national main partner will translate the newsletter and disseminate it to the national actors. RHA is the responsible partner for the newsletter. (approx twice a year)

- \* common template for articles in practical publications and newspapers in national and international level (template during the first six months, articles mainly 2009-2010)

- \* common material (e.g. ppt-presentation) for international seminars, national workshops and informative meetings (basic material during the first six months)

- \* 3 international seminars will be organised by the project in 2009-2010

- \* project publications on the projects results: surveys, criteria

\* training material package and pilot courses produced during the project. Material will be internet based including multimedia cases.

The updated dissemination material will be available in the project's webpage and intranet, as feasible. RHA is the lead partner in dissemination task. Each WP leader is responsible producing and updating the dissemination material (e.g. press releases) related to the WP in question.

**7.6 Publicity: How will the project interact with the media? Please outline any publicity objectives and planned media activities or tools: (max 1000 characters or ½ page)**

The project will produce during the first six months a common press kit, which will include the standardized template for all project related material, a logo; basic press release; project brochure; project summary. The project will make a plan on regular press releases on the project results including: the informing the start of the project; key results and findings of the project; three international seminars and the end of the project and follow up activities. The representatives of media will be invited to all major events organised by the project (e.g. the three seminars). The project will also submit case studies of the participating SMEs and their new products to the media and e.g. invite media members to the relevant SME development group meetings.

The project will approach local, regional and national media depending on the results or activities the project is disseminating information from. RHA is the lead partner in dissemination task. Each WP leader is responsible producing and updating the dissemination material (e.g. press releases) related to the WP in question.

**7.7 How will the project ensure compliance with EU publicity rules? (max 1000 characters or ½ page)**

The project will comply fully with EU publicity rules in aiming for the widest popular dissemination to relevant audiences and interest groups. All material produced by this project will be copyrighted to the NPP and produced in the standard format developed in the press kit at the project's outset. The project dissemination and media template will be designed in line with the EU publicity rules and the proper logo requirements for printed publications as well as for web based material will be used. All material will include the logos or a mentioning of NPP-programme accompanying with the European Union and ERDF. The participants of the project will be informed that operations are financed by EU/ERCF and via NPP-programme. NPP-programme web pages will also be linked to the project web pages and to the training material.

## SECTION 8: TOTAL BUDGET AND FINANCIAL PLAN

Note that this table can be copied from the “Total Budget” sheet from the Main Application Part 3, which is provided in a separate Excel form. Please ensure the figures match those in sheet “Total budget” in Part 3 of the Main Application Form.

TOTAL COST BUDGET (IN EURO)	2007	2008	2009	2010	Total
<b>Types of expenditure</b>					
1. Staff costs including social contributions	0,00	224 506,13	207 586,00	191 475,87	623 568,00
2. Travel and accommodation	0,00	33 610,00	36 130,00	40 131,01	109 871,01
3. External experts	0,00	22 242,99	28 833,00	29 556,00	80 631,99
4. Office costs (directly allocated)	0,00	37 391,16	33 250,59	30 461,25	101 103,00
5. Office costs (distributed proportionally)	0,00	41 432,33	37 347,33	33 924,33	112 703,99
6. Promotion / publications, Seminars / conferences, Meetings	0,00	32 851,33	25 155,33	30 955,33	88 961,99
7. Equipment and supplies	0,00	1 500,00	0,00	0,00	1 500,00
8. Other (including 1st level of control)	0,00	1 223,67	1 223,67	923,67	3 371,01
9. In kind cost	0,00	2 000,23	1 948,99	1 490,78	5 440,00
Reduction: Planned project revenue (-)	0,00	0,00	0,00	0,00	0,00
Reduction: Private cash contribution (-)	0,00	0,00	0,00	0,00	0,00
<b>Total eligible costs</b>	<b>0,00</b>	<b>396 757,84</b>	<b>371 474,91</b>	<b>358 918,24</b>	<b>1 127 150,99</b>

TOTAL FINANCING PLAN (IN EURO)	2007	2008	2009	2010	Total
Member State, ERDF:	0,00	115 171,23	115 198,53	113 805,43	344 175,19
Member State 20 %, ERDF:	0,00	51 698,39	48 516,18	48 349,03	148 563,60
Norway, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Norway 20 %, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Iceland, ERDF equivalent:	0,00	52 966,00	46 998,50	40 497,50	140 462,00
Faroe Island, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Greenland, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Non Member State 10 %:	0,00	6 000,00	3 250,00	3 250,00	12 500,00
Public Match Funding:	0,00	170 210,97	159 390,21	151 849,03	481 450,21
<b>Total financial contribution</b>	<b>0,00</b>	<b>396 046,59</b>	<b>373 353,42</b>	<b>357 750,99</b>	<b>1 127 151,00</b>

## SECTION 9: INDICATORS

### General Indicators

All projects should complete the general indicators section

Please indicate if the project deals with:			
Water management		Improving transport links across national borders	
Improving accessibility		Improving waste management services	
Developing RTD and innovation networks	x	Actions between rescue services	
Risk prevention	x	Reducing climate change	
Promoting female entrepreneurship		Furthering adaptation to the effects of climate change	

Please indicate if the project involves:			
Universities / higher education institutions	x	Technology institutes and SMEs	x

Equal opportunities: participants in project (NOTE:SME networks counted as one participant, the division made based on the majority of their members. Seminar participants or project personnel are not counted)			No
No. of male < 25	25	No. of female < 25	10
No. of male > 25	110	No of female > 25	50

Involvement of Small & Medium Sized Enterprises (SMEs)		No
No. of SMEs involved as partners (associations of SMEs)		1
No. of SMEs involved as associated partners (associations of SMEs as national co-operation partners)		4

### Priority Specific Indicators

Please complete the indicators based on the priority that the project has applied to:

Priority 1 activity indicators		No
No. of SMEs involved in development of new products and services		30-40
No. of R&D partners involved in industrial collaborations		-
No. of new technology transfer models developed suitable for rural areas		-
No. of patent applications		-
No. of new e-services developed		1
No. of businesses modernised through ICT		4
No. of improvements in maritime safety/risk prevention		-
Priority 1 output indicators		No
No. of transnational networks supporting new products and services		9
No. of transnational networks involving local, regional and national actors to inform policy development		5
No. of triple helix partnerships		5
Priority 1 result indicators		No
No. of transboundary products (refers to added value section)		14
No. of transboundary services (refers to added value section)		-
No. of new or improved solutions/systems to promote innovation & competitiveness in remote and peripheral areas		3
No. of new or improved transportation schemes / services developed		-
No. of new or improved ICT services / ICT solutions developed		1

<b>Priority 2 activity indicators</b>		<b>No</b>
No. of SMEs involved in development of new products and services		
No. of R& D partners involved in industrial collaborations		
No. of risk prevention measures		
No. of actors adopting “green” products or services		
No. of businesses with improved sustainable development practises		
No. of solutions focusing on small scale renewable energy or energy efficiency		
No. of new rural services developed through urban-rural links		
<b>Priority 2 output indicators</b>		<b>No</b>
No. of transnational networks supporting new products and services		
No. of transnational networks involving local, regional and national actors to inform policy development		
No. of triple helix partnerships		
No. of urban-rural links		
<b>Priority 2 result indicators</b>		<b>No</b>
No. of transboundary products (refers to added value section)		
No. of transboundary services (refers to added value section)		
No. of new or improved solutions for sustainable management of natural or community resources		
No. of new or improved solutions for sustainable management of cultural heritage		

### **Project specific indicators**

Each project is free to develop a maximum of four of its own indicators based on the specific objectives of the project

<b>Additional project indicators</b>		<b>No</b>
No. of new or improved solutions for sustainable management of natural or community resources		3
No. of businesses, start up businesses or individuals considering business activities with improved sustainable development practises and knowledge		90
New or significantly improved jobs		4-8

## Main Application Part 2: Work Packages

### SECTION 1: WORK PACKAGE 1

Title:	Management, Coordination and Communication
Strategic Focus:	This WP is essential for the overall success of the project, aiming to establish effective mechanisms within the partnership for planning, management and coordination, dissemination and communication and evaluation of the project activities. Management and coordination aim for successful implementation and administration of the project. Communication includes the internal communication within the partnership as well as with the national network aiming for open project culture with high level dialogue and interaction between the partners. In addition the aim of this WP is to disseminate the projects results to relevant interest groups and guarantee the wide utilisation of the project results. This WP also aims to evaluate and monitor the project progress and give feed back to the project team in order to guarantee the successful implementation of the project. The WP will contribute to all project's sub-objectives.
Responsible partner:	University of Helsinki Ruralia Institute (Ruralia) Lead partner, management and whole WP, co-leaders The Research Centre of the University of Akureyri,(RHA) Dissemination, Icelandic Tourism Research Centre (ITRC) Evaluation
Involved partners:	Haapavesi Vocational School, (HAO), Swedish University of Agricultural Sciences (SLU), Rural Economy Development (RED), Environment and Food Agency of Iceland (UST), Macaulay Institute (MA), University of Aberdeen (Uni-Aberdeen), Newfoundland and Labrador Outfitters Association (NLOA)
Expected outcome: (Summary of the planned effect of the work package)	The outcomes of this WP include planning, coordinating, managing and evaluation of the project activities guaranteeing the smooth implementation of project activities and the assurance of quality both in the management and the implementation of project tasks, including the project products. Outcomes relating to dissemination activities are e.g.: 3 international seminars, web page (including intranet) and publicity material of the project, several articles in national and international level, seminar presentations, several national informative meetings, 6 newsletters in English and national languages on the project and its results. These will effect on wide utilisation of the project's results, maximise the benefits of the project and promote networking in the sector. The outcomes from the evaluation are: 3 evaluation reports and national feedback from the reference and SME development groups, which help to guide and direct the project activities the most effective way.

Estimated % of total project budget allocated to Work package 1	23%
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1.1 Description of work package 1 (Do not exceed 1000 characters, ½ page)

This WP includes the day-to-day management, communication, dissemination and evaluation of the project activities. The leading role of different tasks within this WP has been allocated to different partners to both share the responsibilities according to the strengths of the partners and to support committed and equal division of power and influence also in the project management. Each partner will undertake the management in national level and communicating with the national network and within the partnership. The results of the project will be disseminated in national and international seminars, regional meetings, through different media and communication channels according to the joint communication plan. As the project will be carried out in close co-operation with wide national and regional networks, the beneficiary groups will be regularly informed about the results during the project. 3 international seminars will be organised to inform wider audience on the results and network the actors. In addition a regular newsletter (6) of the project's process will be disseminated in national languages based on the common transnational newsletter. During the project there will be national workshops and informative meetings. The results of the project will be published both in international and national level, the publications will be distributed to the relevant actors and they will be available via internet. There will also be a website and other dissemination material (brochure, press kit etc) for the project, where results and outputs will frequently be presented. Both internal and external evaluation are part of this WP.

1.2 Activity plan for work package 1, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

<p>List planned activities:</p>	<p>All tasks are basically on-going throughout the project's duration: Jan 2008-Dec 2010.</p> <p><i>Management</i></p> <p><b>January-June 2008:</b>The project will establish management and decision making structure and communication processes for sharing ideas and making decisions. The Lead partner will make agreements with the other partners where the tasks and responsibilities are agreed. The partners organise the financial system needed for the project (accounts etc.) and take care of the formalities related to the starting the project. A Steering Committee will be set up consisting of one representative from each partner organisation. The SC will undertake responsibility for all strategic decisions relating to project planning, allocation of work amongst partners, monitoring of project activities and time schedule and coordination of the implementation of tasks. 1st SC meeting will be held. The material and minutes of the SC meetings as well as other project material will be made available to all project partners.</p> <p><b>July 2008-June 2010:</b> Everyday management will continue in coordination level as well as national levels. The project will report on its activities and financial situation to the NPP as well as to national co-financiers. The interim reports 1-4 will be made. The SC meetings 2-5 will be held: 2<sup>nd</sup> in autumn 2008, the 3<sup>rd</sup> in March 2009 together with the international seminar in Sweden, the 4<sup>th</sup> in autumn 2009, and the 5<sup>th</sup> in spring 2010 together with the international seminar in Scotland.</p> <p><b>July-December 2010:</b> Everyday management will continue The project will report on its activities and financial situation to the NPP and to national co-financiers. The 5<sup>th</sup> interim report and the final report of the project will be made. The SC will have the last meeting in Finland back-to-back with the end conference of the project.</p> <p><i>Communication and dissemination:</i></p> <p><b>January-December 2008:</b> The partnership will establish the communication processes in order to communicate adequately within the partnership as well as with the national interest groups and financiers. The project's communication plan will be revised in details. The project's communication tools (see the section 7.5) will be made. The media will be informed about the start of the project, the press kit will be put together and the project brochure will be disseminated in the suitable meetings and via other methods. 1<sup>st</sup> and 2<sup>nd</sup> newsletters of the project will be published in e-form.</p> <p><b>January-December 2009:</b> The partnership will continue the communication within the partnership as well as in national networks. The project brochure will be disseminated and web pages will be updated regularly. International seminar will be organised in March 2009 presenting the results of the WP2. The topic will be social sustainability of the hunting tourism and the responsible organiser SLU. The material will be published as seminar proceedings in electronic form. The 3<sup>rd</sup> and 4<sup>th</sup> newsletters of the project will be published presenting the results of the WP2, WP3 and the seminar. Also the reports from WP2 and the results from WP3 will be disseminated via other media. If appropriate the project will disseminate the results by participating fairs or major events of the sector.</p> <p><b>January-December 2010:</b> The partnership will continue the communication within the partnership as well as in national networks and the web pages will be updated regularly. The reports from WP2 and WP3 will be disseminated, the 5<sup>th</sup> and 6<sup>th</sup> newsletters of the project will be published presenting the results from WP3, WP4, WP5 and the international seminars. The reports from WP2, WP3, WP4 and material from WP5 will be disseminated via different media. The end conference of the project will be held in Finland in November 2010. summarising the project results and focusing especially on the work done in the SME development groups. SMEs participated in the project will be invited to the seminar and the material will be published in the e-form. The press release will be published summarising the results and outlining the future activities developed on the basis of the project's work.</p> <p><i>Evaluation:</i></p> <p>The evaluation will run throughout the project. The project team will regularly evaluate the progress of the project especially in the SC meetings. All partners will contribute to internal evaluation. In addition the project will be external evaluator to guarantee the objectivity. Also the national reference and SME development groups monitor and guide the project activities. Within the first 6 months the project's evaluation plan will be made for internal evaluation. For the external evaluation an evaluator will be sub-contracted and necessary arrangements made. The evaluation summaries will be included to the interim and final reports.</p>
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## SECTION 2: WORK PACKAGE 2

Title:	The attitude environment and social framework related to hunting tourism
Strategic Focus:	Several different interest groups (landowners, local hunters, local people, indigenous people, nature tourism professionals etc.) have their own approaches to hunting tourism. In order to guarantee the social sustainability, these can not be ignored. It is essential to integrate the development activities of the project to the current attitude environment and understand the social framework for the sector. However, there is no objective information related to this aspect or it is scattered and it is very difficult for SMEs to collect due to the lack of capacity or resources. The aims of WP2 are to provide this information to SMEs and actors supporting SMEs, to provide background information to the policy makers and rural development professionals, to estimate the potential of hunting tourism as business opportunity in rural areas of Northern Europe and guarantee the sustainable development activities in the sector. The collected material will be used in WPs 4 and 5. WP2 contributes especially to the project's sub-objectives 1, 2, 3 and 6.
Responsible partner:	General co-ordination of the WP: SLU (leader), Ruralia (co-leader)
Involved partners:	Contributing: Ruralia, SLU, MA; RHA, ITRC, UST, NLOA
Expected outcome: (Summary of the planned effect of the work package)	<p>Information to SMEs, actors supporting SMEs, policymakers and rural development professionals on current attitude environment related to hunting and hunting tourism. The WP will generate the understanding the social framework for the sector in order to estimate the potential of hunting tourism as business opportunities in rural areas of Northern Europe, to guarantee the sustainable development activities in the sector and to be able to integrate the development activities of the project to the social framework.</p> <p>Expected outputs</p> <ul style="list-style-type: none"> <li>• one transnational report presenting the current attitude environment and social framework related to hunting and hunting tourism in national and Northern European level</li> <li>• 8-10 SME case studies presenting different kind of practical solutions to solve social sustainability issues in multimedia presentations</li> <li>• One transnational seminar related to the topic as part of WP1</li> </ul>

Estimated % of total project budget allocated to Work package 2	10 %
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2.1 Description of work package 2 (Do not exceed 1000 characters, ½ page)
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The aim of the WP is to find the critical issues related to the social sustainability of hunting tourism. The work will be based on a survey implemented in Sweden 10 years ago. Changes in prerequisites and social acceptance of hunting tourism will be evaluated. Based on the experience from this exercise, key issues targeting the main interest groups, i.e. the hunting enterprises, landowners, local hunters, and the public society will be addressed in each country to get a better understanding of social conflicts related to hunting tourism. Also 2 SME case studies/country will be produced focusing on, how the entrepreneur interacts with the local hunting culture in practical level and how the problems related to social sustainability have been solved. The cases will be selected so that they represent the most potential hunting tourism alternatives. The aim is to present objective estimation on the potential of hunting tourism, the preconditions for the entrepreneurship caused by the social framework in different institutional settings and recommendations and estimations, how the hunting tourism could be organised within the framework. The national reference groups will be used to validate the results to ensure comparability between countries (WP4 task 2). A joint report including national results and trans-national comparisons will be written. The information will be used e.g. in developing new products to the sector (WP4, task 1) as well as by policy makers in estimating the relevancy of hunting tourism as one nature tourism sector. The cases will be produced as a multimedia form and used as training material in WP 5 with other material.

2.2 Activity plan for work package 2, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<p>The activities related to this WP are scheduled between January 2008-June 2009. The activities are presented in 6 months periods similar to the project reporting.</p> <p><b>January –June 2008</b> The existing survey from Sweden will be revised and the questions translated as a basis for the work in other countries. Each partner prepares the survey with questionnaires and/or interviews adapted to the situation in each country. The nationally most relevant target groups and methods will be identified, and the contact information needed collected. Co-operation possibilities with the national actors will be established, if feasible, and existing national studies supporting the survey will be identified. The questionnaires will be sent out and the data collected. The case study structure will be planned for the SME interviews, the practical alternatives for multimedia will be studied.</p> <p><b>July-December 2008</b> The data collection will be continued (if needed) and finalised. National and transnational analysis including transnational comparisons will be made and the social framework related to hunting tourism will be started. A joint report will be written. The report will be used in developing new products to the sector as well as by policy makers in estimating the relevancy of hunting tourism as one nature tourism sector. It will also form a part of the training material in WP5. The case companies will be selected, the interviews made and the multimedia produced. One reference group meeting related to topic will be organised to collect the opinions from different interest groups.</p> <p><b>January-June 2009</b> The report will be finalised after feedback collected from the reference and SME development groups, published and made available on the project's web pages. The results will be disseminated in the national seminars and meetings. The results will also be disseminated by writing articles to the practitioners' publications and by using other suitable media.</p> <p>One international seminar will be organised related to the WP2 (part of WP1) in Sweden. The partner responsible for organising the seminar is SLU.</p>
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### SECTION 3: WORK PACKAGE 3

Title:	Objective information to support SME and operational environment development
Strategic Focus:	The hunting tourism is a relatively new business sector and in still in its initial phases. There is a lot of basic information, crucial to the development of the sector that does not exist. There is very little business orientated information, knowledge or experience in the sector. The transnational approach will provide wide enough a background to gain this information. The aims of WP 3 are: to provide objective information on hunting tourism related to its economical sustainability (marketing and economical potential) and ecological sustainability (monitoring models). In addition the aim is to establish relationships between sales organisations and SMEs. The information will e.g. support product development, help to plan better the sustainable game harvesting, estimate the economical business opportunities in the sector and enhance social sustainability of the sector by providing objective information. WP3 contributes to all project's 6 sub-objectives.
Responsible partner:	General co-ordination of the WP: RHA (leader), MA (co-leader); WP3/task1:ITRC (leader), Ruralia (co-leader); WP3/Task2: MA (leader), SLU (co-leader); WP3/Task3: Ruralia (leader), NLOA (co-leader)
Involved partners:	RHA, MA, ITRC, Ruralia, SLU, NLOA
Expected outcome: (Summary of the planned effect of the work package)	Objective information on hunting tourism related to its marketing potential, ecological sustainability (monitoring models) and economical potential to support product development, help SMEs to plan better the sustainable game harvesting, estimate the economical business opportunities in the sector and enhance social sustainability of the sector. In addition the WP will contribute to new networks between sales organisations and SMEs in order to improve their access to the international markets and to new networks to promote ecological sustainability and economical development of the sector. Expected outputs <ul style="list-style-type: none"> <li>• a report presenting the potential on different hunting tourism products, future prospects, the relationship between marketing agents and companies and their perceptions of and demands for sustainable practices.</li> <li>• one report reviewing national and regional monitoring assessments and analyzing the game monitoring methods available at the local level</li> <li>• one report including tools for hunting entrepreneurs regarding local monitoring of ecological sustainability</li> <li>• one report presenting the basic economic parameters related to hunting tourism in 4 Northern European countries and Canada</li> <li>• pilot examples of the economic role of hunting tourism in rural regions.</li> </ul>

Estimated % of total project budget allocated to Work package 3	21 %
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3.1 Description of work package 3 (Do not exceed 1000 characters, ½ page)

The WP3 is divided into 3 tasks to clarify the implementation.

*WP3 Task 1 Sales organisation survey:* A survey will be made on organisations selling hunting tourism products (tour operators, tourism organisations, travel agencies). Contact information of the relevant sales organisations will be collected in co-operation with the hunting tourism companies and based on their contact lists. The results will be gathered and analysed. The aim is to define the marketing potential and future prospects of Northern hunting tourism and establish relationship between sales organisations and SMEs.

*WP3 Task 2 Monitoring models:* The game resource is a renewable resource only as long as it is not over-used. The hunting laws states that the harvest outtake must be adjusted according to the availability of game. It is the responsibility of the landowner together with the owner of the hunting right to see to it that the law is followed. If the hunting on a commercial outfit is not sustainable, it can not proceed. The only way to demonstrate and safeguard ecological sustainability and help SME's to prepare on the changes in the game populations beforehand is to monitor the populations and their fluctuations. Monitoring systems vary between the countries and there is lot to learn from good practices. In each country the existing game monitoring data and methods will be collected together and their usefulness and suitability for SME's in local level will be analyzed. Practical work on validation of monitoring tools will be done together with SME's in their hunting areas. The national reference group will be engaged to the process. The results will be reported and published and one international seminar (WP1) will be organized to raise the issue into public discussion. The task will provide material to the WP4 and WP 5.

*WP3 Task 3 The economical potential of hunting tourism:* For estimating the potential of the hunting tourism sector, there is a need to produce some precise basic figures. The information will support the decision making both on administrative and entrepreneurship levels and assist in creating the social acceptance. The existing information related to the economical role of hunting tourism will be collected together. The focus will be in two tourist types identified during the preparatory project: tourist buying "full package services" (typically foreign tourists or business customers) and independent tourists (buying mainly the hunting licence and some basic services like accommodation). The basic economic parameters will be defined and national gaps and black spots in the existing information will be identified. The existing data can be completed with small surveys in selected pilot regions. General, national and regional tourism statistics and studies will be used to complete the data and e.g. to estimate the multiplicative effects and employment effect of tourism income. The future realistic growth potential of hunting tourism will be evaluated in WP3, task 1 Based on this, the pilot calculations will be made for a) current situation b) 2 future scenarios based on the opinion of the sales organisations and general growth rates of nature tourism. National reference groups will be engaged to the process to guarantee the best knowledge and accuracy of the results. The information will be used in WP4 and WP5.

3.2 Activity plan for work package 3, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:

The activities in the tasks scheduled as: task 1 Jan 2008-Jun 2009, task2 Jul 2008-Jun 2010 and task 3 Jan 2008-Dec 2009. The activities are presented in 6 months periods similar to the project reporting.

Task 1:

**January -June 2008:** preparations for the survey, drawing up the contact lists

**July-December 2008:** An survey will be made on organisations selling hunting tourism products (tour operators, tourism organisations, travel agencies). Contact information of the relevant sales organisations will be collected in co-operation with the hunting tourism companies and based on their contact lists. The questionnaires will be designed taking in consideration the interaction with the WP3/task3 and contribution from SME development groups. The letters will be sent to potential respondents, followed up via phone-call, wherein they will be directed to a website holding the online survey. The results will be gathered and jointly analysed by RHA.

**January-June 2009:** The analysis and reporting of the survey

Task 2:

**July-December 2008:**The common guidelines will be made.

**January-June 2009:** In each country the existing game monitoring data and methods will be collected together and their potential and suitability will be analyzed partly in national level and partly jointly by SLU. The focus on this will be the on the local level monitoring and entrepreneurship approach. In Sweden an expert validation of entrepreneurs' own monitoring methods will be started in order to compare these to more standardized and science-based methods. Results from this will work as a showcase for other countries. The national reference group will be engaged to the process to be able to guarantee the best knowledge in each country.

**July-December 2009:**The data and results will be analysed and reported. The results will also be disseminated via national reference groups and networks as well by public articles in the central hunting related magazines.

**January-June 2010:** One international seminar will be organised based on monitoring models in Scotland. The responsible organiser is MA.

Task 3:

**January -June 2008:**One partner from each country will collect together the existing information related to the economical role of hunting tourism and different game use alternatives. The focus will be in two tourist types identified during the preparatory project: tourist buying "full package services" (typically foreign tourists or business customers) and independent tourists (buying mainly the hunting licence and some basic services like accommodation). This approach enables to estimate the economical effect of different hunting tourism activities. The data will be collected together, basic economic parameters defined and national gaps and black spots in the existing information identified. The existing data can be completed with small surveys in selected pilot regions in each country.

**July-December 2008:** The completing the existing data will be finalised. The surveys will complete the existing information on: the income the hunting tourists bring to the hunting tourism enterprisers, the amount of money spent by the hunting tourist out side of the companies, the value of hunting licences sold to the tourists and regional employment effect of hunting tourism. General, national and regional tourism statistics will be used to complete the information e.g. to estimate the multiplicative effects and employment effect of tourism income.

**January-June 2009:** The future realistic growth potential of hunting tourism will be evaluated based on the results of WP3/task1. The collected data will be analysed and pilot calculations and estimations on the economical potential of hunting tourism will be made for a) current situation b) 2 future scenarios based on the opinion of the sales organisations and general growth rates of nature tourism. As reference material the economical role of different game use alternatives will be collected together. The national reference groups will be engaged to the process to be able to guarantee the best knowledge and accuracy of the results in each country.

**July-December 2009:** The data and results will be analysed and reported. The results will also be disseminated via national reference groups and networks as well by public articles in the central hunting related magazines.

## SECTION 4: WORK PACKAGE 4

Title:	WP4: SME and operational environment development
Strategic Focus:	The SME involvement is extremely significant throughout the project and for the future development of the sector. The aims of WP4 are to enhance national and transnational networks between SMEs and hunting tourism and tourism sector in general, develop existing hunting tourism networks by promoting their activities, to create and test the potential of hunting tourism products based on the northern hunting culture and to create and test the potential co-operation models in hunting tourism sector. The aim of WP4 is also to influence to the operational environment of hunting tourism sector by involving interest groups in order to guarantee that the results and products are relevant for the development of the sector, secure that the results of the project will be utilised in full potential also after the projects lifetime and to create wide national and transnational networks. The WP will contribute to all project's sub-objectives.
Responsible partner:	Co-ordination of the WP in general: HUSH (leader), HAO (co-leader); WP4/Task1: HUSH (Leader), HAO (co-leader); WP4/Task2: RHA (leader), Ruralia (co-leader)
Involved partners:	HUSH, HAO, RHA, Ruralia, SLU, ITRC, UST, MA, Uni-Aberdeen, NLOA
Expected outcome: (Summary of the planned effect of the work package)	<p>The WP4 is divided into SME development (task1) and development of operational environment of hunting tourism (task2).</p> <p>WP4/Task1: Enhanced entrepreneurship activity related the hunting tourism, more co-ordinated and network based business concepts, raised quality level of the companies, sustainable business models and sustainable business operations of the companies, new hunting tourism products, improved business efficiency for 24-40 hunting tourism companies and 4-6 well functioning hunting tourism networks.</p> <p>WP4/Task2 Diminished obstacles for the entrepreneurship, hunting tourism will be seen as generally recognised sustainable nature tourism business opportunity, active networks between different level actors in order to promote the sector and sustainability (administration, SMEs, local people, research).</p> <p>Expected outputs: WP4/task 1</p> <ul style="list-style-type: none"> <li>• new or improved sustainable hunting tourism products (3/partner country)</li> <li>• improved the business efficiency for 24-40 hunting tourism companies</li> <li>• 4-6 well functioning hunting tourism networks</li> <li>• best practises and development methodologies for small group development activities</li> <li>• new networks combining transnationally SMEs, advisors, education organisations and research organisations</li> <li>• one international workshop/seminar will be organised (as part of WP1) related to the work of SME development groups</li> </ul> <p>WP4/task2</p> <ul style="list-style-type: none"> <li>• criteria for sustainable hunting tourism/guidelines as a tool for the existing networks and rural development actors</li> <li>• one report presenting the results of the criteria work groups</li> </ul>

Estimated % of total project budget allocated to Work package 4

38 %

#### 4.1 Description of work package 4 (Do not exceed 1000 characters, ½ page)

The WP has been divided into 2 tasks:

*WP4 Task 1 Professional entrepreneurs in joint action* : Due to the different institutional and natural conditions and the variations between the interests and development stages of the companies, the SME development activities will be conducted in small development groups. The groups will be based on the common interests of the SMEs and the project provides the results and the expertise of the partnership and reference groups transnationally to their use. SME groups will utilise the results from WP2, WP3 and WP4 task 2, will give feedback to them and will enhance the existing networks in the sector by providing them a transnational discussion forum. There will be established up to 4 development groups, each including approx 4-10 motivated companies. The groups are national or transnational depending on the activities. The groups define themselves the main development focuses feasible to the project context, e.g. the product development based on the sales organisation survey or modifying the criteria of sustainable hunting to be used as a tool in existing entrepreneurs' networks. The groups will be provided a professional facilitator in local level (partners or national co-operation partners). The facilitator will create together with the SMEs the development plan, organise the process, monitor the progress and document the best practises in methodological level to be distributed further. The groups will interact with each other, participate to joint transnational seminars and, if feasible, organise joint working group meetings. The companies in the development groups are responsible to continue the started development process further after the project's lifespan.

*WP4 Task 2 Influencing the operational environment*: In each country there will be established national reference groups to monitor the relevancy of the project activities, guarantee the wide dissemination of the results and maximize the awareness of the key actors of the project. The groups will consist of members of interest groups related to the sector. A special emphasis is on representatives of the indigenous people in NPP area to guarantee that the interests of e.g. the Sámi people can be secured. The national reference groups will meet twice a year (total 6 times) and they will be integrated to the project activities throughout all WPs. By using the wide expertise and involvement of the interest groups and the material gatherer in the project, the groups will create criteria for the sustainable hunting tourism. These guidelines will provide a tool for existing hunting tourism networks to develop their activities and it can be used as first step towards to quality standards for the networks. Each reference group will work nationally with strong transnational interaction. The aim is to create joint guidelines for Northern areas. The role of the reference groups is also to deliver the information to the national administration in order to adapt the national institutional framework so, that it would better suit to the reality of the entrepreneurs.

#### 4.2 Activity plan for work package 4, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<p>The both tasks are scheduled to continue during the whole project period: Jan 2008-Dec 2010. The activities are presented in 6 months periods similar to the project reporting.</p> <p><b>Task 1</b></p> <p><b>January-June 2008:</b> Informing SMEs on the project, collecting together the development groups. The groups will be provided a facilitator in local level, who has the needed knowledge and feasible access to the face-to-face meetings with the development groups. First group meeting will be held at late spring 2008. The groups are based on the common interests of the SMEs. There will be established up to 4 development groups, each including approx 4-10 motivated companies. The groups are national or transnational depending on the activities.</p> <p><b>July-December 2008:</b> The facilitator will create together with the SME group the development plan to solve selected practical problem and will organise the process. Also the groups will be developed further, if needed. The group work starts utilising the expertise of the partnership and reference groups transnationally. Second group meeting before Christmas.</p> <p><b>January 2009-June 2009:</b> The group work continues according to the SMEs needs. The groups will inform the other groups of their work. Third group meeting.</p> <p><b>July 2009-December 2009:</b> The group work continues according to the SMEs needs. The groups will inform the other groups of their work. Fourth group meeting.</p> <p><b>January-June 2010:</b> The group work continues according to the SMEs needs. The groups give feed back and process further the criteria for sustainable hunting tourism. Fifth group meeting.</p> <p><b>July-December 2010:</b> The development groups finalise their work and define future actions after the project's lifespan. One international seminar will be organised to present the results and network the actors in Finland (organiser Ruralia). The facilitators will report the group work results and identify good methods to be disseminated further.</p> <p><b>Task2</b></p> <p><b>January-June 2008:</b> The reference groups will be established in each country. The reference groups will consist of members of interest groups related to the sector. The common guidelines for the reference group work will be made and they will start the working process related to the criteria of sustainable hunting tourism. The groups are facilitated by the project partners in each country, who operate as secretaries for the reference groups. First reference group meeting will be held in late spring 2008, where the groups will be organised for the future work.</p> <p><b>July-December 2008:</b> The reference groups will continue working process related to the criteria of sustainable hunting tourism. The existing work related to the topic in different countries is collected to together and the relevance of it as basis for the joint work will be evaluated. The groups are facilitated by the project partners in each country. Second meeting, related to the social sustainability will be held.</p> <p><b>January-June 2009:</b> The reference groups continue working process related to the criteria of sustainable hunting tourism. The ideas related to the criteria of sustainable hunting tourism are circulated to and commented by the reference groups from other countries. video meetings can be held, if necessary. The groups are facilitated by the project partners in each country. Third meeting will be held.</p> <p><b>July-December 2009:</b> Based on the feed back from reference groups from different countries, the group facilitators will create the first working paper of the criteria as transnational team. The draft will be presented to the national reference groups and discussed and improved in their meetings. The groups are facilitated by the project partners in each country. Fourth and fifth meeting will be held.</p> <p><b>January-June 2010:</b> The reference groups finalise the working process related to the criteria of sustainable hunting tourism. The next version of the criteria will be made according to the contribution from the interest groups and SME development groups. The groups are facilitated by the project partners in each country. Sixth meeting will be held.</p> <p><b>July-December 2010:</b> The criteria will be finalised and the reference group will take part to the organisation of the international seminar.</p>
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## SECTION 5: WORK PACKAGE 5

Title:	WP5: Training material and developing the start up companies
Strategic Focus:	The information related to hunting tourism is very scattered at the moment. The NPPHunt project cumulates a lot of material and knowledge, which can be utilised by producing and developing demand driven education and training material for this developing sector. This information is especially significant to start up companies. To be able to develop their activities further they need information on the basics of hunting tourism as well as opportunities to benchmark different kind of models and solutions to focus their own business idea or activities. The aim is to enhance these companies by providing to them wide range of information and training possibilities as well as network them with the advanced companies in order to lower the threshold and the risk for start up companies. This WP contributes especially to the project's sub-objectives 1, 2, 3 and 4.
Responsible partner:	HAO (leader), UST (co-leader)
Involved partners:	contributing: HAO, UST, HUSH, SLU
Expected outcome: (Summary of the planned effect of the work package)	<p>Promote the start up companies by providing them tailored training material based on the results of the preparatory project (Development of sustainable hunting tourism in Northern Europe) and results of the project. Lower threshold and risk of start up companies, when starting hunting tourism operations than before the project and improved networks between developed and start up companies. The WP will also contribute to creating more co-operation between SMEs and training organisations in the sector and between developed and start up SMEs. In long there will be run more business orientated training possibilities to the sector, new hunting tourism companies and improved knowledge base of the entrepreneurs in hunting tourism sector.</p> <p>Expected Outputs</p> <ul style="list-style-type: none"> <li>• Wide training material package of hunting tourism inc. best practices in national languages of the partners available in Internet.</li> <li>• Pilot courses via internet and/or face-to-face teaching, which will remain in operation in participating training organisations.</li> <li>• new networks between developed hunting tourism SMEs and start up companies.</li> </ul>

Estimated % of total project budget allocated to Work package 5	8 %
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5.1 Description of work package 5 (Do not exceed 1000 characters, ½ page)

*WP5 Training material and developing the start up companies* :The information related to hunting tourism is very scattered at the moment and there is very little business orientated training material on the topic. NPPHunt project cumulates a lot of material and knowledge, which can be utilised by producing and developing demand driven education and training material. This information is especially significant to start up companies. To be able to develop their activities further they need information on the basics of hunting tourism as well as opportunities to benchmark different kind of models and solutions to focus their own business idea or activities. The aim of this WP is to enhance these companies by providing to them wide range of information and training possibilities as well as network them with the advanced companies in order to lower the threshold and the risk for start up companies. The material produced in the preparatory project as well as in other WPs (WP2, WP3, WP4 and part of WP1) will be collected together, modified as wide clearly structured information and self study package on hunting tourism and made available via Internet (on the web site of the project. The basic material will be transferred to training materials. Pilot courses based on the results of the project will be planned by the education organisations participating to the project (partners or co-operation partners). To guarantee the widest possible use of the material, in the pilot courses different training methods and their combinations (blended learning) will be used and the materials will be translated to national languages of the partners. The experts from the partnership as well as SMEs from the development groups will be used as tutors or lecturers in the pilot runs as feasible. The material and courses will be revised based on the feed back from the pilot courses and the courses will continue as part of the training programmes of the education organisations. The internet material will be updated and maintained after the project's lifespan by one of the entrepreneurs associations. The preliminary negotiations have been made with the Finnish Nature-based Entrepreneurship Association.

5.2 Activity plan for work package 5, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<p>The activities of WP 5 are scheduled between Jul 2009-Dec 2010.. The activities are presented in 6 months periods similar to the project reporting.</p> <p><b>July-December 2009:</b> Clarifying the main problems for start up companies in each country via working in other WPs. Collecting this information together with the best practices from the development groups working. Preliminary marketing for the start up companies.</p> <p><b>January 2010-June 2010:</b> Transforming the material to the training material will start at the same time continuing the information collection in co-operation with the partnership. Finalising the formulation of the training materials by the partnership and material databank in Internet mainly done by the external experts. Translating the training material to the national languages to enable the participation to the courses and utilisation of the material regardless the language skills of the entrepreneurs. Designing the pilot courses begins and the relevant training methods for the target group of SMEs will be mapped out. Training processes will be planned for different types of blended learning combining both face-to-face and distance learning with the help of different types of materials based on the results of the project (e.g. internet materials, articles, books, CDs, e-learning platforms, assignments, etc). Tutoring, guidance and support of the course participants will be planned and included to the pilot processes. Marketing the pilot courses will be done in full scale and co-operation with relevant organisations for disseminating the pilots more widely will be established. Piloting process with the education organisations and revising the material according the results will start.</p> <p><b>July-December 2010:</b> Piloting of the courses will be finalised. The web-based training material package will be finalised according to the feed back from the participants of the pilot training. Disseminating the results of the training courses as part of WP1 and presenting the results in the international seminar. Enhancing the participation of the start-up companies to the seminar and promote their networking with the SME development groups.</p>
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