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Introduction

In order to boost actions for developing the Green Belt of Fennoscandia (GBF), a workshop on GBF was held in Petrozavodsk during 29.9. – 1.10.2015 as part of the 8th Barents Region Habitat Contact Forum. Based on the Strategy for the Development of the Fennoscandian Green Belt and findings made during the GBF Forum in Kuusamo during 18.-20.11.2014, four themes were selected for further elaboration in the GBF workshop.

- 1) Information and awareness raising on the Green Belt of Fennoscandia (CEPA plan: Communication, education, participation and awareness)
- 2) Strengthening of cooperation between GBF and the European Green Belt network
- 3) Development of the GBF brand for nature tourism
- 4) Development of cross-border connectivity

The workshop was conducted through three two-hour sessions as shown in the table below:

Session	Content	Day
Session 1: Initial objectives and scope	Elaboration of the tentative objectives and rough scopes for the project in concern	29th of Sep
Session 2: Action plan	Elaboration of rough action plans for the projects	30th of Sep
Session 3: Resources, budget and next steps	Elaboration of rough estimates of required resources and planning of next steps	1st of Oct

The work was conducted in Finnish-Russian working groups, participants covering research institutions, environmental and forestry administrations as well as non-governmental organizations. The reports of each working group are presented in annexes A - D.

Annex A: Groupwork report: Information and awareness raising on the Green Belt of Fennoscandia

PARTICIPANTS of the working group

Name and organization	Title and key expertise
Timo J. Hokkanen <i>Centre for Economic Development, Transport and the Environment for North Karelia</i>	<ul style="list-style-type: none"> Coordinator. chairman of the working group. Wide scope after years in transboundary cooperation FIN-RUS; networking scientists, managers and directors, information dissemination from local to international spheres (all quarters)
Sergey Plyusnin <i>University of Syktyvkar</i>	<ul style="list-style-type: none"> Lecturer. Plant ecology; network between scientists, students, teachers in the schools
Olga Kislova <i>Karelian Research Centre (RAS)</i>	<ul style="list-style-type: none"> Translator and interpreter International cooperation
Natalia Polikarpova <i>Pasvik Strict State Nature Reserve</i>	<ul style="list-style-type: none"> Vice director of research. Expertise in landscape mapping, networking with local people, students, scientists and visitors of PAs; international cooperation
Riina Tervo <i>Parks & Wildlife Finland</i>	<ul style="list-style-type: none"> Coordinator. secretary of the working group. Project work, international cooperation between managers of NPAs

EXAMPLES of existing CEPA-materials (RUS, ENG, FIN, SÁ)

Region of the GBF	What by who	Target groups
Russian and Finnish Karelia	<ul style="list-style-type: none"> Presentations including GBF-initiative made by researchers and managers of PAs Popular science book (RUS) on Russian side of the GBF to and the film (RUS and ENG) made by IntellGreenBelt –project Practical examples of GBF activities and contents (FIN, ENG) 	<ul style="list-style-type: none"> Various target groups Librarians, teachers, students, seminar participants Persons interested in dvl of the border area and the green belt
Russian, Norwegian and Finnish Lapland	<ul style="list-style-type: none"> Website, newspaper articles, scientific articles and popular science book including GBF theme (RUS/ENG) by Pasvik zapovednik Leaflet with info about GBF (RUS) by Pasvik zapovednik Roll-up (ENG/RUS) and leaflet (ENG) by NIBIO (former Bioforsk) Barents-Watch journal's one volume focused on GBF (ENG) (NIBIO) Presentations including GBF-initiative made by researchers and managers of PAs Travelling exhibition and board game about northern part of GBF (ENG, RUS, NOR, FIN and Sámi) 	<ul style="list-style-type: none"> General public, scientists, school children Schoolchildren, teachers General public, researchers, visitors ? Various target groups School children, teachers, local people and visitors Local people in Norway, Russia and Finland

	<ul style="list-style-type: none"> • GBF-workshops' materials: recipes for making soap, hand crèmes and chocolate pralines (ENG) 	
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METHODS AND MEANS for information dissemination, teaching, awareness raising

Methods	Means	Most important target groups
Physical structures	<ul style="list-style-type: none"> • GBF –centers and their exhibitions forming a network; Note. Existing visitor and nature centre network of PAs! • “On site” (outdoor) exhibitions, nature paths, games (!) etc 	<ul style="list-style-type: none"> • National and international visitors • Local people
Web-platform and other means	<ul style="list-style-type: none"> • Distribution of digital materials, • Maintaining discussion and info exchange, • Maintaining and extending networks 	<ul style="list-style-type: none"> • Organizations implementing the cross-border cooperation along the GBF • Educational institutes
Digital materials	<ul style="list-style-type: none"> • Videos, presentations (e.g. power point, infographics), programmes (TV, radio), e-brochures etc. • Games 	<ul style="list-style-type: none"> • All, but especially <ul style="list-style-type: none"> ○ General public ○ Educational and research institutes ○ Youth
Paper materials (QR etc codes included)	<ul style="list-style-type: none"> • Books, brochures, leaflets, • Games • GB passport: collection of f.ex. stamps from places of visit 	<ul style="list-style-type: none"> • Visitors • Local people
Networks, working groups	<ul style="list-style-type: none"> • International, national, regional, (local) • This one is of most importance as it is the organ to DO/IMPLEMENT THINGS 	<ul style="list-style-type: none"> • Organizations implementing the cross-border cooperation along the GBF
Get-togethers	<ul style="list-style-type: none"> • Meetings, seminars, conferences, discussions, presentations, lectures, gatherings... 	<ul style="list-style-type: none"> • Local people • Researchers • Organizations implementing the cross-border cooperation along the GBF

Summary

Group consisted of five experts from Russia and Finland. International cooperation and networking are of key expertise of the participants. To start with, the participants listed the examples of existing CEPA-material about Green Belt of Fennoscandia, and highlighted the main methods for dissemination. The main means and methods for CEPA were listed.

There were no Norwegian (or Swedish) participants in this group, which restricted the scope a bit, but probably the key issues from the trilateral co-operations were considered through the presence of Pasvik. Also Southeast Finland and Leningrad area were missing from the group.

When planning and implementing the CEPA-project information dissemination and marketing experts are required for choosing validating the most effective activities for each target group. Also the regional participation is essential in the planning phase, as existing practices, available channels and regional/local workforce are essential in making the things happen.

Attention has to be paid to achieve an approach, which covers all the three (four) countries involved and the actors throughout the Green Belt of Fennoscandia (from South to North).

OBJECTIVES, STAKEHOLDERS and SCREENING of implementation methods

Target groups, issues and potential methods

Stakeholders (target groups)	Need for information on GBF (issues)	Potential methods for dissemination and awareness raising
General public, communities	<ul style="list-style-type: none"> • What is GBF: general information (where, for what, how, by whom ...) • Specific and unique issues of GBF (nature, culture, society, economy, climate change, future, opportunities); added value • Does it affect my life/livelihood (people living within the GBF zone)? • Benefits of the GBF: refugium for species (e.g. hunted ones) , cultural exchange • Networking with cross-border neighbors, curiosity for learning more, diminishing misunderstandings and prejudice 	<ul style="list-style-type: none"> • Special events under GBF; including (physical) crossing the border by participants: it could be a longer round trip, special occasion during one day • Open lectures in adult education centres, community colleges visitor centres, in the villages etc. • TV-series: economical development in the cross-border area, PA's, tourism, strong social approach, pass-control through borders • Local and regional radio broadcasts
Visitors	<ul style="list-style-type: none"> • What is GBF: general issues • Clean air, Boreal forests and special natural characteristics of the very site being visited, reliable information about nature for bird watchers and eco-tourists, untouched areas and industrial sites. • Specific and unique issues (nature, culture, society, economy, climate change, future, opportunities); added value! • GBF is about border history and crossing the borders, differences (land use, culture) on each side of the border and across the GBF. • Marine and terrestrial • Information about the cross-border cooperation in nearby countries • Are there some interesting sites, services, events, etc. related to GBF? Barents ski: skiing from Russia via Finland and Norway back; • How does this link to EGB? 	<ul style="list-style-type: none"> • Special events under GBF such as Barents Skiing Competition in Rajakoski-Muotkavaara, including crossing the border: it could be a longer round trip, special occasion during one day • Language selection and methods differ for national and international visitors • Web-excursion (virtual) • Web-platform about GBF with news, events, courses, camps etc. for attractive reaction
Research institutions	<ul style="list-style-type: none"> • What is GBF; specific and unique issues (nature, culture, society, economy, climate change, future, opportunities); added value 	<ul style="list-style-type: none"> • Seminars and conferences • Round-tables • Contact list

	<ul style="list-style-type: none"> • How our research could and should be linked with it? • Ecological corridor and cooperation of the scientist, climate change • Easy access to research results and base data • Information on GBF-events, funding potentials • GBF could provide a platform for disseminating research results 	<ul style="list-style-type: none"> • Study proposals • Help with creating proposals • Foreign contacts and networks
Educational institutions	<ul style="list-style-type: none"> • What is GBF; general, specific and unique issues (nature, culture, society, economy, climate change, future, opportunities); added value • How can they use this concept, contents, and areas; how to involve teachers and students/pupils • Information/data for biodiversity education 	<ul style="list-style-type: none"> • Camps or workshops for the students/pupils • Information for universities • GBF-app for students and teachers • Open lectures
Administrative organs	<ul style="list-style-type: none"> • What is GBF: the basic information for changing personnel on municipal level - specific and unique issues (nature, culture, society, economy, climate change, future, opportunities); added value • how it should be taken into account in planning? • Easy access to data relevant to planning and decision making 	<ul style="list-style-type: none"> • Administrative leaflet: MoU, concept and strategy 2020 • Recommendations for decision making • Events for informing and discussion • Participation in planning processes • Creation the open-economic zones in few spots of GBF for activate contacts and “fresh-wind” for development area • Contacts with border authorities, meetings
Business community	<ul style="list-style-type: none"> • What is GBF: specific issues and added value • What possibilities GBF provides for business? • Easily accessible information on interesting sites, etc. (tourist operators and service providers) • Marketing brand/channel 	<ul style="list-style-type: none"> • Information in the understandable form, the added-value mentioned clearly • Round-tables for tour operators and businesses • Feedback collection and analysis and transforming the activities for target groups' needs when possible • Making network between business and protected areas
Media	<ul style="list-style-type: none"> • What is GBF; general, specific and unique issues (nature, culture, society, economy, climate change, future, opportunities) ; added value! • Information on events • involvement in the process as messengers 	<ul style="list-style-type: none"> • Regular and personal contact to the journalists, finding the key person who goes for making articles about international, cross-border events and issues = good international news about

	and popularizers •	relations and cooperation
NGOs	<ul style="list-style-type: none"> • What is GBF: general, specific and unique issues (nature, culture, society, economy, climate change, future, opportunities) ; added value! • Easy access to research results and base data • Information on GBF events and processes => • Seniors, active young people 	<ul style="list-style-type: none"> • New approaches to the messages sent about GBF, popularizing; they have own messages and agendas but they have influence • Modernizing methods, involving young generation

Summary

Workgroup identified the main contents of information, which target groups would need to have about GBF. The potential methods for each target group were discussed.

There was not enough time to cross-check all the methods, as same methods can serve different target groups. The result can be considered “a good starting point” for the work concerning *Target groups, issues and potential methods*.

TENTATIVE WORK PACKAGES (project components), scope and strategic approaches

Tentative Work Packages (WPs)	Scope/contents of the WP	Comments (e.g. specific issues to be taken into account, approach)
<p>WP 1: Administration</p>	<ul style="list-style-type: none"> • Management of the project by a coordinator and a steering group 	<ul style="list-style-type: none"> • Administration is the backbone of a project, but is to serve those doing “the real work” for CEPA in the regions • The key task of administration is to formulate a solid network and stimulate is to work effectively (by handling the adm. things – e.g., finances, meetings - openly and quickly, letting information dissemination do its job and encouraging (not ordering) the regions to be active
<p>WP 2: The network of active organizations along the GBF and cooperation with EGB and other green belts of the world</p>	<ul style="list-style-type: none"> • Identifying the active organizations and active persons along the GBF and further away from the region • Contact list • Formal agreement between the organizations that GBF-cooperation is prioritized • Forum – regular event – annual meeting – video conference • Good communication between Ministries and organizations and within the organization • GBF-facebook, vKontakte, Instagram • Identifying the partners who can distribute the information or with whom we disseminate information like “vapaaopisto” or electricity company interested in saving energy or any other organization having its own network and having same goal • Visits within and along GBF – having annual meetings on different sites of the GBF, to include visits in the future and existing projects • Visits to EGB, sharing information and best practices; using the annual EGB meeting taking place in 2016 along GBF for exchange 	<ul style="list-style-type: none"> • Starting point and main tool for getting results and maintaining continuity and for increasing visibility (contents, practical work, administration etc)
<p>WP 3:DATA - New materials and channels for disseminating information and storing information</p>	<ul style="list-style-type: none"> • Different forms: booklets, leaflets, brochures, films, games, postcards, souvenirs with GBF-logo • Power point presentation about GBF (some regular slides) which can be included into what ever organizations’/speakers’ presentation 	<ul style="list-style-type: none"> • Networks are crucial (cf. present Finnish approach with three regional groups, co-op with the national and international groups etc.)

	<ul style="list-style-type: none"> • Different channels: facebook, vKontakte -> organizations and NGO's involved producing GBF information and liking GBF-profile • Update the information there, where the context is important and right: meaning that the work organization is doing is having • GBF-logo, strong connection to logo of EGB • Infographics - diagrams, maps, active pictures – shown on monitors, facebook and vKontakte –sites • ePapers like ISSUE 	
WP 4: Platform for disseminating existing information and results from previous projects	<ul style="list-style-type: none"> • Collecting the existing info under a website • Updating the “old materials” and adding new materials • Keeping the field open and participatory for ideas, discussion and dissemination 	<ul style="list-style-type: none"> • Host/hosts!, continuity • Network of organizations and persons committed to administrating the information (also on voluntary basis) • Openness
WP 5: Media campaign	<ul style="list-style-type: none"> • Intensive media cooperation for example for 2 years in cooperation with research institute or university • Local and regional media but as well further away from the actual GBF, as f. ex. Russia is a big country and it is possible, that regional news are broadcasted nationwide • Interviewing the target groups before and in the middle of the campaign to see the efficiency of the campaign, to see whether the knowledge of the people has grown during the campaign, if corrective activities need to be made • Best practices from EGB • Annual meeting of EGB in 2016 • Regular informative meetings with the media people and informing the journalists with a newsletter 	<ul style="list-style-type: none"> • Starting the international culture of openness, info dissemination, involvement and continuity (based all times on the network and participation)

Project's work package structure and synchronized timing are important to understand the logic of the project. The final contents of the work packages will be clear only when finishing the planning.

INITIAL WORK PLAN

Key activities by work packages

Work packages	Key activities
WP 1: Administration	Management: background and planning (finishing the work plan), finances, reporting
	Steering committee
	Coordination of project implementation done in work pages: communication with project partners, meetings
WP 2: Networking	Building and strengthening networks among active organisations
	Networking with new organisations and the target groups
	Physical structures (in the field)
WP 3: Data	Data collection (existing materials)
	Study of starting point info level abt GBF and analysis for future requirements
	Preparation of new materials
WP 4: Platform	Platform creation: web-portal, database, applications, events in calendar, links to social media channels, news...
	Active usage of platform by organisations, agreed responsibilities
WP 5: Media and campaign	Intensive cooperation with journalists and representatives of media
	Usage of different media and methods in the media campaign
	Study of media campaign results: disseminating results, awareness of GBF, number of participants, etc. cf. starting point

POTENTIAL TIME-TABLE, PARTNERS, FUNDING AND NEXT STEPS

Initial schedule

Phase	Estimated schedule
Detailed planning	2016
Funding process	2016–2017
Implementation	2017–2019

Project's schedule and timing of work packages

	2/2016	1/2017	2/2017	1/2018	2/2018	1/2019	2/2019
WP 1: Adm	x	x	x	x	x	x	x
WP 2: Netw		x	x	x	x	x	x
WP 3: Data			x	x	x	x	x
WP 4: Platform		(x)	(x)	x	x	x	x
WP 5: Media & campaign		x	x	x	x	x	x

Summary and comments (key activities, timing)

The presented task identification (splitting of tasks) and timing is a rough example only.

Project **planning phase** needs to include a careful splitting and distribution of the tasks within the project to guarantee that implementation is technically possible and includes the right partners and reasonable funding. From technical point of view it is important to keep in mind that this kind of a project requires a quite long implementation time but not (necessarily) full-time personnel for the whole time for all actions.

Splitting the tasks (see some examples from the initial work plan) and **having them well-synchronized** guarantees implementation with reasonable costs. As the projects covers the whole GBF, the continuity of several years of implementation must in many/most cases be guaranteed by close co-operation with those parties already working constantly with GBF along the border. This will also be the only way to make sure that the actions will continue after the project.

Potential partners

Finland	Russia	Norway
<ul style="list-style-type: none"> • Parks & Wildlife Finland • Research institutes such as Finnish Environment Institute and Natural Resources Institute Finland • Centres for Economic Development Transport, and the Environment 	<ul style="list-style-type: none"> • Managers of NPAs • Research institutes such as Karelian Research Centre RAS • Ministries on nature resources and environment of RF, Murmansk region, Republic of Karelia etc. 	<ul style="list-style-type: none"> • Research institutes such as NIBIO • Managers of NPAs • Norwegian Environment Agency (No participants from Norway in the workgroup)
Proposed Lead partner(s):	A national or regional actor/organization in co-operation with the Ministry of the Environment (Timo's view for discussion: should not be the Ministry!)	

Funding

Potential funding sources
<ul style="list-style-type: none"> • CBC funding instrument, • Other border area funding options • Northern Periphery Programme • If the work is split so that some parts can be done on national basis, also regional development funding can be used

Next steps

Actions	By/with whom	Tentative schedule
Workgroup and subcontracted person writing a draft for a project application		Ready by summer 2016

Annex B: Groupwork report: Strengthening of cooperation between GBF and the European Green Belt network (EGB)

Working Group: Jakolev Jevgeni, Kaukoranta Markku, Kuznetsov Oleg, Silfverberg Paul, Vetchinnikova Lidia

Session 1: Initial objectives, implementation strategy and stakeholders

Issues and potential methods

Key issues of cooperation between GBF and EGB	Relevant methods
Potentials for GBF	
Linkage with EGB may provide opportunities to develop/participate in pan-European projects with sub-projects from GBF region (e.g. corridor projects) <ul style="list-style-type: none"> • Research projects • Projects on habitat protection 	<ul style="list-style-type: none"> • Identification of potential partner institutions; website dvl, match-making events (EGB conference 2016) • Providing information to the EGB website (e.g. on FGB projects); being visible in the EGB => possibilities for partnerships
Comparative analysis between EGB partners	<ul style="list-style-type: none"> • Joint projects
Possibility to obtain best practices from EGB	<ul style="list-style-type: none"> • Joint projects • Participation in EGB events
EGB is somewhat known by European nature and culture tourists => EGB brand (Trade mark) may be used when developing the GBF brand	<ul style="list-style-type: none"> • Study on the EGB Trade Mark (2016)
Networking with institutions; field seminars etc. EGB provides a possibility to identify potential partners and mutual interests.	<ul style="list-style-type: none"> • Visibility of GBF and GBF-projects in EGB events and in the EGB web site
Potentials for EGB	
GBF actually is a wider green belt (in Central Europe the belt is more piecemeal); thereby it provides a possibility for projects with Central European partners (ENI program, LIFE, research funding)	<ul style="list-style-type: none"> • Active partner search and dissemination of results of GBF projects within the EGB networks and events • Match-making event as part of the EGB conference to be held in Finland in 2016 • Active participation in EGB events and networks
Best practices from FGB to EGB	<ul style="list-style-type: none"> • Active participation in EGB events and networks
GBF has some specific features (species, landscapes, geology) lacking from other areas of Europe => enriches the concept of EGB	<ul style="list-style-type: none"> • Active participation in EGB processes, preparation of information materials on GBF to the EGB website

Tentative work packages (project components), scope and strategic approaches

Tentative Work Packages (WPs)	Scope/contents of the WP	Comments (e.g. specific issues to be taken into account, approach)
<p>WP1: EGB conference in Finland 2016</p>	<ul style="list-style-type: none"> • Match making event with European institutions to develop new projects and cooperation mechanisms • Scientific program: <ul style="list-style-type: none"> ○ Focus on biodiversity within the Pan-European GB network, updating information on species within the EGB network ○ Presentation of electronic biodiversity monitoring and data systems (e.g. red book and alien species) ○ Economic and cultural development within the green belt as one key theme in the conference • Part of the program (e.g. a study tour) could be held in Russia (nature conservation conference now under preparation in Karelia) • Update of funding opportunities for GB-related projects to be presented in the conference 	<p>2016 is declared as the year of nature protection in Russia => preparations for a conference has started in Karelia</p>
<p>WP2: Organizing the participation of GBF in the EGB networks</p>	<ul style="list-style-type: none"> • Clarification of the governance structure of the GBF; how GBF is presented in the EGB association? This could be discussed in Sortavala in November 2015 • Agreeing about preparatory consultations and reporting mechanisms on EGB events (e.g. if the Finnish MoE represents GBF in EGB events: how preparatory consultations and reporting to GBF partners should be carried out?) • EGB website could be used more actively for disseminating information on GBF projects • GBF website should be developed into a good information channel and self-standing website which should be linked with the EGB website • Stock-taking of the GBF process could be conducted in 2016 (“Mid-term review”) to provide information for the further development of the GBF 	<p>High-level decision-making needed on the organizational issues</p> <p>Russian Baltic Fund for Nature has been representing Russia in EGB; it’s role needs to be clarified / strengthened</p> <p>Important to ensure that GBF partners from the three countries have a clear mechanism to provide proposals for EGB and get feedback from EGB events</p>
<p>WP3: Dissemination of information on EGB for Finnish, Russian and Norwegian stakeholders</p>	<ul style="list-style-type: none"> • Development of information packages on EGB <ul style="list-style-type: none"> ○ Short general information for decision makers ○ More detailed information for institutions 	<p>Interpretation of what is relevant of EGB for GBF stakeholders</p> <p><i>This could be part of the wider CEPA project</i></p>

<p>WP4: Development of the GB branding for nature and culture tourism</p>	<ul style="list-style-type: none"> • Detailed study of the EGB trade mark and its usability (2016) • Development of the branding concept for FGB; branding project, brand idea competition,...?? • Development of easier cross-border access for tourists would be highly relevant 	<p>Based on the findings, development of branding as a separate project.</p> <p>Branding work requires participation of PAs, tourism (marketing) organizations, geographic representation (south-north), regional administrations</p> <p>There are examples of easier cross-border access (Norway-Russia, cruises from Helsinki to St. Petersburg, Saimaa channel (Lappeenranta – Vyborg)); these could be used as models for the Green Belt-related nature tourism services.</p>
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Session 2: Initial Work Plan, partners, funding sources and next steps

Key activities by work packages

Work packages	Key activities
<p>WP 1: EGB conference in Finland 2016</p>	<p>Establishment of a working group to plan the conference and its side events program (including preferably events also in Russia)</p> <p>Study on funding opportunities (summer 2016)</p> <p>Mid-term review of the GBF process => experiences for the conference</p> <p>Detailed planning of the conference and its side programs</p> <p>Planning and organizing of the match-making event</p> <p>Conference and post-conference processes</p>
<p>WP 2: Organizing the participation of FGB in the EGB networks</p>	<p>Clarification of the governance structure of the GBF: presentation of the GBF in the EGB association. Arrangements to be discussed in Sortavala, November 2015</p> <p>Agreeing about modalities and mechanisms for preparatory consultations and reporting prior and after EGB events and meetings</p> <p>Promoting EGB website to GBF stakeholders for dissemination of information e.g. on GBF-projects</p> <p>Establishment of a working group to develop the GBF website. After development of the website, linking it to the EGB website</p>
<p>WP 3: Dissemination</p>	<p>Preparation of an update of the situation and best practices related to EGB (early 2016); the review on EGB from winter 2015 serves as a background paper.</p>

of information on EGB for Finnish, Russian and Norwegian stakeholders	Preparation of information package on EGB for decision makers
	Preparation of more detailed information for institutions (to be sent to all key institutions and to be included in the GBF website)
	Note: the information packages could be developed as part of the CEPA project
WP 4: Development of the GB branding for nature and culture tourism	Detailed study of the EGB trade mark and its usability (as part of the EGB update; ref. WP3)
	Establishing a working group (representatives from PAs, tourism companies and marketing organizations, key administrative organs) for development of the GBF brand => agreeing about the basic branding concept
	Launching a branding project with external funding
	Establishment of a Finnish-Russian-Norwegian working group for developing easier cross-border access for tourists (environmental administrations, ministries for foreign affairs, border control authorities)

Potential schedule

Phase	Estimated schedule
Detailed planning	November 2015-May 2016
Funding process	Spring 2016, branding project when ENI funding available
Implementation	2016-2017

Potential partners

	Finland	Russia	Norway
WP1	FMoE (lead agency + others)	MoNR&E?? Regional administration(s) of the region for study tour(s)	
	GBF trilateral working group		
WP2	Trilateral working group		
	FMoE (FGB website)		
WP3	FMoE's FGB enhancement project		
WP4	To be developed into a specific project; GBF enhancement project to prepare the project		

	Potential funding sources
WP1: EGB conference in Finland 2016	Enhancement project
WP2: Organising the participation of FGB in the EGB networks	ENI
WP3: Dissemination of information on EGB for Finnish, Russian and Norwegian stakeholders	????
WP 4: Development of the GB branding for nature and culture tourism	

Next steps

Actions	By/with whom	Tentative schedule
Agreeing about EGB participation modalities; e.g. in the Sortavala meeting	Trilateral working group	Soonest possible
Establishment of the working groups <ul style="list-style-type: none">• conference• website• branding	With assistance from the GBF enhancement project + external consultants?	2016
Update study on EGB and branding in Central European GB	GBF enhancement project and/or consultants	First half of 2016

Annex C: Groupwork report: Development of the GBF brand for nature tourism

Working Group: Aunapuu Maano, Hakkarainen Tiina, Inieva Nadazda, Niikkonen Kristiina

Session 1: Issues and initial scope/strategy

Stakeholders, issues and potential methods

Key stakeholders	Key issues related to branding
Clients (tourists)	<ul style="list-style-type: none"> • Clear information on the brand and its contents • Services and products should be easy to buy; combining different services and products into relevant nature tourism packages • Potentially interesting features of the brand: winter, silence, predators moving without borders, stories, cultural aspects • Interesting sites should be formed into easy-access networks • Need for safe and easy way to travel to Russia (transport, accommodation, visa arrangements, events)
Tourism marketing organizations	<ul style="list-style-type: none"> • The brand can be a common umbrella for marketing • Co-operation with events in the nearby areas; events under the GBF-brand • Quality of services and products must be ensured • Effective networks of hotels and service providers • Common message and marketing materials/information about the brand; easy-to-sell
Nature parks etc.	<ul style="list-style-type: none"> • National Park is a brand already and several resources / already existing information and services can be utilized for the GBF nature tourism brand: <ul style="list-style-type: none"> ○ Pr-persons available in every national park ○ Network of national parks exists with specific touristic "hot spots" ○ Information packages and materials available ○ Accessibility arranged and infrastructure already existing • There are some challenges and restrictions related to nature tourism in national parks <ul style="list-style-type: none"> ○ Controlling the number of visitors ○ Monitoring of the impact of visitors essential to avoid negative impacts
Tourism operators and other service providers	<ul style="list-style-type: none"> • Co-operation mechanisms need to be developed • The brand could be used for developing packages to travel different parks easily • Operators and service providers need stable regulations • Ecotourism certification (GBF certification?) may be useful for a) ensuring the quality of services and b) as a marketing tool
Administrative organs	<ul style="list-style-type: none"> • The brand should be supported by various administrative organs • Easy cross-border access should be developed by authorities • Prioritizing funding in the available funding instruments • Defining joint principles for GBF (shared by the three countries)
EGB/GBF	<ul style="list-style-type: none"> • EGB has a trademark; important that Finland is active in developing the criteria and rules of the EGB trademark

	<ul style="list-style-type: none"> • Some tailor-making necessary for the GBF trademark (specific criteria) • Issues requiring clarification: criteria, costs, funding • Sharing of best practices from the Central European experiences important for development of the GBF-nature tourism • Important to highlight the unique and special features of the GBF in relation to the wider European brand => marketing of GBF under the EGB brand.
Media	<ul style="list-style-type: none"> • Clear brand and message needed for media work • Active spreading out of the idea within media • Development of media packages important (within the three countries and for the EGB)

Tentative work packages (project components), scope and strategic approaches

Tentative Work Packages (WPs)+	Scope/contents of the WP	Comments (e.g. specific issues to be taken into account, approach)
WP1: Brand development	Background study on the EGB brand	Background study: consultant Broad participation necessary Background: Best practices from EGB and Metsähallitus Parks & Wildlife, other tourism brands National parks in Russia are independent Common language needed
	Workshops for developing the GBF brand: values, content, criteria, images, key messages, key activities, specialization of sites	
	Detailed planning (outsourced)	
WP2: Implementing the brand	Launching of the brand	Brand materials in all languages Brand must provide something to heart, hand and stomach of the visitors to the area
	Integration of the brand to existing communications, marketing materials and products.	
	Make the brand visible (logo, pictures, websites, font types), choose the target group	
WP3: Marketing of the brand	Marketing campaign: media trips, social media, involving well known people (e.g. Ville Haapasalo)	
WP4: Ensuring the quality	Trainings Guide book and materials about the brand Certificate process	

Session 2: Initial Work Plan, partners, funding sources and next steps

Key activities by work packages

Work packages	Key activities
WP 1: Brand development	Background study on the EGB brand and other relevant best practice brand examples
	Finding of partners
	Site level brand description with local entrepreneurs
	Hiring brand consultants from the partner countries
WP 2: Implementing the brand	Launching the brand (materials, key information)
	Producing supporting materials
	Trainings on the brand and its usage
	Actual implementation by national parks, entrepreneurs (services, products) and regional/sectoral administrations
WP 3: Marketing of the brand	Planning of the marketing campaign (target groups, key partners, key messages, methods and materials)
	Implementation of the marketing campaign with partners
WP 4: Ensuring the quality	Starting of the certification process (with verification processes)
	Setting of criteria for parks
	Verifications of sites, services and products
	Producing guidelines, trainings (e.g. web-based training module)

Potential schedule

Phase	Estimated schedule
Detailed planning	2016
Funding process	Autumn 2016 (EU ENI)
Implementation	2017-

Potential partners

Finland	Russia	Norway
National Parks: Koli, Oulanka, Petkeljärvi, Lemmenjoki, Repovesi, UKK NP Ministry of Environment Tourism business umbrella	National parks and other PAs: Paanajärvi, Kalevala-Kostamusha Nature reserve, Kivash, Landscape reserve Suojärvi, Isojärvi (Lahdenpohja),	

organizations: Visit Finland, Visit Karelia, etc. Counties/Cities/ Municipalities	Vottovaara Nature landscape monument, Nature Monument of Kumikoski Ministry of culture of Karelia Ministry of Nature management and environment of Karelia Local administrations Directorate for RPA of Karelia Frontier	
Proposed Lead partner(s):	Metsähallitus	

Potential funding sources
EU ENI programme

Next steps

Actions	By/with whom	Tentative schedule
EGB steering group meeting & trademark	Kristiina Niikkonen	2.-4.12.2015
Lead partner is contacting other partners	Metsähallitus	2016
Apply seed money for planning	Metsähallitus	2016
Finalize the application	Metsähallitus	Autumn 2016
Funding	EU	2017
Implementation	Partners	2017-2020

Annex D: Groupwork report: Development of cross-border connectivity

Working Group: Lehtonen Hannu, Manninen Olli, Mikkola Jyri, Predtechenskaya Olga, Ronkainen Tiina, Myhre Trude, Saano Aimo

Session 1: Issues and initial scope/strategy

Key issues and potential methods

Key connectivity issues (relevant to cross-border and north-south connectivity)	Potential methods/approaches to improve connectivity
To fill in GIS-based databases information which is already produced but for some reason still missing from satellite data	<ul style="list-style-type: none"> Overcome the CBC-ENI geographical area's three "borders" and develop project partnerships along the whole north-south border area.
Indicative species	<ul style="list-style-type: none"> Choose the best ones for the projects – but which are the best ones?
Protected forests	<ul style="list-style-type: none"> The work should focus not only forest in the protected areas but cover also all valuable pristine forest areas still standing between them.
Climate change	<ul style="list-style-type: none"> Creating a representative GB monitoring network along both sides of the border area: Supplementing the present monitoring network to cover GBF area (focused especially on forests, mires, watersheds and invasive species), monitoring and data analyzes to sum up the global climate change impacts.
Watersheds (courses), EU directed, forest and water species	<ul style="list-style-type: none"> Focus on watersheds along and across the Finnish-Russian state borders; identification of strong common interests => selection of the most perspective watersheds or water courses for new projects. Preserving the pristine areas, using the available databases, additional surveys and inventories are still needed.

Recent, on-going and/or planned projects related to connectivity (on-going/planned in bold)

Projects	Project scope/contents
Past projects	
GAP Analysis of Protected Area Systems in North-West Russia (2007 – 2011) <i>Nikolay Sobolev</i> <i>Institute of Geography, Russian Academy of Sciences</i>	Assessment of the representativeness of the protected area network; identification of the ecological gaps in protection of high conservation value natural features as old-growth forests and mire massifs and other valuable biotopes, as well as rare and endangered species
Barents Protected Area Network (2011-2014) <i>Nikolay Sobolev</i>	The BPAN project promotes and supports the establishment of a representative network of protected areas for conservation of biodiversity and boreal-arctic nature - especially forests and wetlands - in the Barents Region.

Local Motherland of Global Importance (2013 – 2015) <i>Nikolay Sobolev</i>	Identifying and mapping Protected Natural Areas meeting the criteria of various international nominations in conservation
Saving our joint treasure: sustainable trout fisheries for the transborder Oulanka River system (2013- 2014) <i>Aimo Saano, Metsähallitus</i>	The project aims to produce well-being for people living in the Koillismaa and Karelia regions in Finland and Russia by ensuring sustainable use and healthy status of the migratory brown trout (<i>Salmo trutta</i>) populations in the Oulanka River system.
Establishing cross-border cooperation to safeguard the declining wild forest reindeer population (2013- 2014), <i>Aimo Saano</i>	The aim was to clarify the populations of the wild forest reindeer in Kuusamo and in Russian Karelia.
Fennoscandian Green Belt – Welfare from Sustainable Cross Border Nature and Culture Tourism (FGB) (2013- - 2014) <i>Aimo Saano</i>	Overall objective of the project was to safeguard unique natural and cultural values of protected areas located in Karelia region which benefits both high-quality international nature and culture tourism and raise wellbeing of local residents
Quality for Crossborder practises in ecotourism (Quality-CET) (2013 – 2014) <i>Aimo Saano</i>	The main goal of the project is to increase the international visibility, attractiveness and economic viability of the Karelia region by developing and promoting sustainable and high quality nature and culture tourism
On-going and planned projects	
Establishment of the Ecological Frame (Backbone) of The Russian Federation (2015 – 2017) <i>Nikolay Sobolev</i>	Identifying and mapping the Nature Frame of The Russian Federation and developing proposals for protecting them as an integrated Ecological Frame.
Habitats of freshwater pearl mussel and its host fish species (planned 2017 -) <i>Aimo Saano</i>	Find, safeguard and possibly improve the still existing freshwater habitats for the critically threatened mussel species and its host fish species along the Fennoscandian Green Belt. The two “planned” may be prepared together and joined.
Bear monitoring in Inari-Pasvik – area (ongoing) <i>Riina Tervo, Metsähallitus</i>	Repeated monitoring of brown bear in Pasvik-Pechenga and Inari regions according to method used in 2007 and in 2011. Hair-snares and DNA-analysis of the hair samples. Analysis of the amount of brown bears and their population dynamics and turnover.
ANNET Arctic Network of Nature Education and Tourism (2017- 2020) <i>Riina Tervo</i>	Launching an operational network of operators in the field of nature education and tourism in northern areas. Development of individual nature centers and their co-operation as a network.
Salmon and Pearl Mussel in Tuloma River (possibly other rivers) (planned)	Reintroducing breeding salmon in Lotta and Suomu rivers to rescue Freshwater Pearl Mussel depending on salmon. Promoting fishing tourism in rivers.
Ecological corridors, PAs, tourism, and usage of nature resources in Northern Karelia, 2015- <i>Timo Hokkanen, Centre for Economic Development, Transport</i>	Development of approaches for balancing work on ecological corridors, PAs, tourism, and usage of nature resources

<i>and the Environment for North Karelia</i>	
Development of biosphere areas in the border areas (under planning) <i>Timo Hokkanen</i>	Development of an international biosphere area in Northern Karelia, Kainuu, Kostamus, and Mujejärvi –region; biodiversity of forests and bogs, ecological corridors, forest deer, predators, tourism
FRESHABIT – Towards Integrated Management of Freshwater Natura 2000 Sites and Habitats/Koitaajoki) <i>Hannu Luotonen, Centre for Economic Development, Transport and the Environment for North Karelia</i>	The project develops land use planning, habitat and catchment restoration, sustainable use of natural resources and biodiversity protection of Koitajoki river basin.

Session 2: Initial Work Plan, partners, funding sources and next steps

A: Connectivity

Key activities by work packages

Work packages	Key activities
WP 1: Outlining the connectivity	Collection of GIS- data from possible sources, detailed review of data
	Identification of connectivity areas that should be strengthened
	Identification of connectivity areas that should be restored
	Finding and stating the areas with good connectivity
WP 2: Study the ongoing cooperation at the boarder zone water courses	Identification and investigation of present cooperation on boarder zones
	Inventory of watershed monitoring activities, co-operation and status, e.g. UNECE transboundary waters, ICP Forest, ICP Water, AMAP
	Studying of cross-border water courses, including areas where there is no ongoing cooperation
	Organizing of a symposium with aim to survey what kind of data exists, at the beginning of 2016
WP 3: Improving cooperation between public authorities	Improving the cooperation of the cooperation between sectorial public authorities, with clearly defined working groups with appointed persons and working plans. Clear aims for each working group should be defined.
	Nominating right persons for each working group
	Year <u>2017</u> is theme year for <u>Protected Areas</u> in Russia (Год особо охраняемых природных территорий, указ президента РФ от 1 августа 2015 г. There was the year for Protection of <u>Environment</u> in RF in <u>2013</u>). This may create possibilities for strengthening of the GBF => Discussions between the representatives of Russian federation and Finland's MoE and MoFA.
	Engaging the Russian boarder guard to improve cross-border access.

	(Strengthening the GB Memorandum of understanding between NO, FI and RU (2010) ¹
WP4: Use of Natural resources	Enhancing the co-operation with different companies and entrepreneurs in aim to guarantee biodiversity, landscape values and the connectivity of natural areas (operating plans, to plan activities better, e.g. roads, increase restoration activities)
	Improving the cooperation between different stakeholders

Potential schedule

Phase	Estimated schedule
Detailed planning	Jan 2016
Funding process	2016
Implementation	2016 - ?

Potential partners

Finland	Russia	Norway
Ministry of the Environment, Fi Ministry of Agric. and Forestry, Fi Uni. of Helsinki Uni. of Eastern Finland Uni. of Oulu (Oulanka station) Syke LUKE Ely – centres of the area Friendship park Research Center Metsähallitus Area municipalities Representatives of companies and entrepreneurs	Karelian Research Center Petrozavodsk State Uni. Kola BCC St. Petersburg State Uni. Kamarov Botanical Institute (in St.Petersburg)	WWF Bioforsk Environment authorities of Sweden and Norway
Proposed Lead partner(s):	?	

Potential funding sources

TEGG (SWE, NO, FI, RU) only for Nordic countries (for not too big project, june app. august results) LIFE funding ENPI funding Ministry of Natural Resources and Ecology, Russia Ministry of the Environment, Fi Ministry of Agriculture and Forestry, Fi
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¹ There were a little different views on the necessity of “strengthening”. The MoU as such may be a sufficient tool as such and may not need any further formal reassurances. This specifically so as MNR and E (Moscow) has consequently expressed the importance of GBF through all the years from February 2010, also reassuring it both at Habitat Contact Forum VIII in Petrozavodsk, October 2015 and at Finnish-Russian Working Group on Nature Protection meeting in Vaasa, October 2015. But operations concerning GBF development needs to be strengthened.

Next steps

Actions	By/with whom	Tentative schedule
Kick off seminar, focus on WP 1 (GIS-data)		Early 2016
Establishments of the working groups		2016
Gathering, analyzing and organizing the present data		2016
Supplementary field data collection		2016 - ?

B: Climate change

Key activities by work packages

Work packages	Key activities
WP1: Monitoring	Climate change monitoring along the GBF zone, North – South. Creating representative GBF monitoring network both sides of border area (adding also the border area of Sweden and Norway in the monitoring network): Inventory of existing monitoring programmes in the area and identification of the need for supplementing the monitoring network to cover the GBF area (focused especially to forests, mires, watersheds, mountain areas and invasive species) (<i>Hannu Luotonen, POKELY</i>)
WP2: Compiling results from different sources	Finland: ELY-centres of Lappland, Kainuu and North Karelia, Luke, Universities of eastern Finland, Turku, Oulu and Lappland, Ilmatieteen laitos. Russia: Karelian Research Centre, (what other?) Norway and Sweden: (to be defined)
	Review on the existing data: does it serve the purpose, what should be added?
	Analyses of the monitoring data to sum up the global climate change impacts (present) and selection of key parameters to be monitored (future)
WP3: Ongoing monitoring	Study on what parameters should be monitored along the GBF zone

Potential schedule

Phase	Estimated schedule
Detailed planning	2016
Funding process	2016-2017
Implementation	2016-2020

Potential partners

Finland	Russia	Norway
Ministry of the Environment, Fi Ministry of Agric. and Forestry, Fi Uni. of Helsinki	Karelian Research Center Petrozavodsk State Uni. Kola BCC	WWF Bioforsk Environment authorities of

Uni. of Eastern Finland Uni. of Oulu (Oulanka station) Syke LUKE Ely – centres of the area Friendship park Reasearch Centers Metsähallitus Area municipalities Presentation of companies and entrepreneurs	St. Petersburg State Uni. Kamarov Botanical Institute (in St.Petersburg)	Sweden and Norway
Proposed Lead partner(s):		

Potential funding sources
Arctic Council EGB Financing for Research programs?

Next steps

Actions	By/with whom	Tentative schedule
Preliminary inventory of present monitoring activities in the GBF zone and identification of the need of network supplements		Early 2016 (Jan – March)
Expert meeting, focus on climate change mitigation and adaptation		2016
Establishments of the working groups		2016
Gathering, analyzing and organizing the present data		2016 -
Supplementary field data collection		2017-