



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

2BPARKS NOTEBOOK ON SUSTAINABLE TOURISM

PART 2

2BPARKS JOINT MARKETING STRATEGY



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PROJECT REF. 2G-ED09-03

CREATIVE SUSTAINABLE MANAGEMENT, TERRITORIAL COMPATIBLE MARKETING AND ENVIRONMENTAL EDUCATION To Be PARKS



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Phase 4.1:	Sharing sustainable tourism patterns and a MED PA marketing joint strategy
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CONTENTS – Part 2

1	INTRODUCTION	3
2	MARKETING STRATEGY AND SUSTAINABLE TOURISM DEVELOPMENT.....	6
3	GENERAL BACKGROUND.....	6
	3.1 The 2Bparks PA and Territories	8
	3.2 Sustainable tourism and the tourism products of the target area	11
	3.3 The tourism demand and offer in the target area	14
4	MAIN OPPORTUNITIES AND CHALLENGES.....	18
	4.1 Consumer trends.....	18
	4.2 Evolution of business models.....	19
5	COMMON VISION AND OBJECTIVES	24
6	MAIN STRATEGIC GUIDELINES	26
	6.1 Segmentation Approach	26
	6.2 Competitive positioning & differentiation attributes	27
7	MARKETING MIX STRATEGY	28
	7.1 Product.....	28
	7.2 Promotion and Distribution.....	29
8	IMPLEMENTING THE 2BPARKS JOINT MARKETING STRATEGY	31
	REFERENCES	33

APPENDIXES

Appendix 1 - Common 2BParks e-Calendar

Appendix 2 - 2BParks e-Catalogue of Environmental Clusters Members



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IDENTIFICATION SHEET

Agreement Ref. No	2G-ED09-03
Project Acronym	2BPARKS
Project Full Title	Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Keywords	Sustainable Tourism, Nature Tourism, Natural Heritage, Protected Areas, Destination Marketing, Participatory Approach
Abstract (for dissemination)	<p>The 2BParks NOTEBOOK on Sustainable Tourism refers to the implementation of Phase 4.1 of the 2Bparks project. The document was organised in two Parts, including the following contents.</p> <p>Part 1 – Eurocharter & 2Bparks Transnational Symposium Proceedings (Volume 1/2) The concepts relating to the European Charter for Sustainable Tourism in Protected Areas (Eurocharter) are summarised, providing an overview of this practical management tool for ensuring that tourism contributes to a balanced economic, social and environmental development of protected areas in Europe.</p> <p>The proceedings of 2BParks Transnational Symposium on Sustainable Tourism are also presented, disclosing its importance as a forum to share ideas and jointly discuss good practices for environmental sustainability and tourism management.</p> <p>Part 2 – 2Bparks Joint Marketing Strategy (Volume 2/2) The 2BParks Joint Marketing Strategy is presented in Part 2, providing an overview of the common objectives and shared strategic guidelines, as well as the marketing mix envisaged to support the promotion of sustainable tourism in the 2BParks Protected Areas and surrounding territories.</p> <p>To illustrate the marketing approach envisaged, two experimental actions to jointly promote the 2BParks Protected Areas were included as appendixes to the common Marketing Strategy:</p>



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	<ul style="list-style-type: none">• Common 2BParks e-Calendar (Appendix 1) – This joint promotional tool refers to an electronic calendar of events, which gathers and presents environmental and cultural events promoted by the 2BParks Protected Areas or within their surrounding regions.• 2BParks e-Catalogue of Environmental Clusters Members (Appendix 2) – This publication collects a brief profile of each economic operator that applied and was accepted as a Member of the 2BParks Environmental Clusters, on the basis of self-commitment to adopt a sustainable business strategy. This appendix illustrates how economic operators can be involved to support environmental protection and how they can benefit in terms of their own promotion, as a result of their commitment to sustainability.
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1 INTRODUCTION

The Part 2 of the 2BParks NOTEBOOK is focused on issues related to the development of sustainable tourism in the 2BParks Protected Areas (PA) and neighbouring territories, to promote an integrated approach to PA management, balancing environmental conservation and protection with economic and social factors, to support responsible growth.

The project involved a mix of different purposes within this Phase (Sustainable tourism and joint marketing strategy 2Bparks), addressing, in particular:

- i) Increasing awareness on the 2BParks Protected Areas, combining concerns referring to nature protection with the sustainable fruition of the unique Mediterranean natural heritage;
- ii) Increasing the territorial cohesion of 2BParks regions through a shared marketing approach, responding to common needs of the PA involved in the project;
- iii) Sharing common objectives and actions to reconcile environmental protection and economic development, respecting the carrying capacity of ecosystems;
- iv) Promoting the development of sustainable tourism activities and supporting responsible economic growth, while reflecting the distinctive nature and characteristics of each Protected Area and region;
- v) Improving institutional cooperation among stakeholders at local and regional level, involving public authorities, non-governmental organisations and the business sector, to contribute to nature protection and to promote sustainable tourism models.

This approach discloses relevant transferability opportunities for other MED and EU territories, notably in what concerns the improvement of institutional collaboration, the joint promotion of tourism based on natural heritage over a range of EU regions and the reconciling of nature protection and conservation with economic development, with a focus on the tourism sector.



2 MARKETING STRATEGY AND SUSTAINABLE TOURISM DEVELOPMENT

The purpose of the 2BParks Joint Marketing Strategy is twofold:

- Define a common strategic approach for the development and promotion of sustainable tourism, grounded on the natural heritage of the Protected Areas (PA) involved in the project;
- Provide a general framework to support the outline of the Local Tourism Strategic Plans (LTSP), to locally promote sustainable tourism models, based on participatory solutions.

The document provides the general background concerning the 2BParks Protected Areas and neighbouring territories, discusses main opportunities and challenges in relation to the development of sustainable tourism and defines a common vision and main strategic guidelines concerning the segmentation of target markets, the competitive positioning and the differentiation attributes of the 2BParks territories. On the basis of this shared vision, a 2BParks marketing strategy is proposed, addressing mainly the product mix and possible promotion and distribution solutions.

To illustrate the marketing approach envisaged, two experimental actions developed in the scope of the project, to jointly promote the 2BParks Protected Areas and surrounding territories, were included as appendixes to the common Marketing Strategy:

- **2BParks e-Calendar** (Appendix 1) – This joint promotional tool refers to an electronic calendar of events, which gathers and presents environmental and cultural events promoted by the 2BParks Protected Areas or within their surrounding regions. The tool was created and coordinated by the University of Athens and participated by all the partners, uploading events and news about their PA and regions.
- **2BParks Catalogue of Environmental Cluster Members** (Appendix 2) – This publication collects a brief profile of each economic operator that applied and was accepted as a Member of the 2BParks Environmental Clusters, on the basis of self-commitment to adopt a sustainable business strategy. By the closing date of the project, 84 organisations were included in the Environmental Clusters, on the six MED regions



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engaged in this specific action, providing evidence to the integrated approach envisaged, to share common objectives and actions to reconcile economic development and protection of the natural heritage. The publication was edited by RCDI, based on the information provided by the participating partners and illustrates how economic operators can be involved to support environmental protection and how they can benefit in terms of their own promotion, as a result of their commitment to sustainability.

Above all, commitment of tourism operators to responsible environmental good practices is essential to provide reliability to the sustainability profile of the 2BParks tourism destinations.

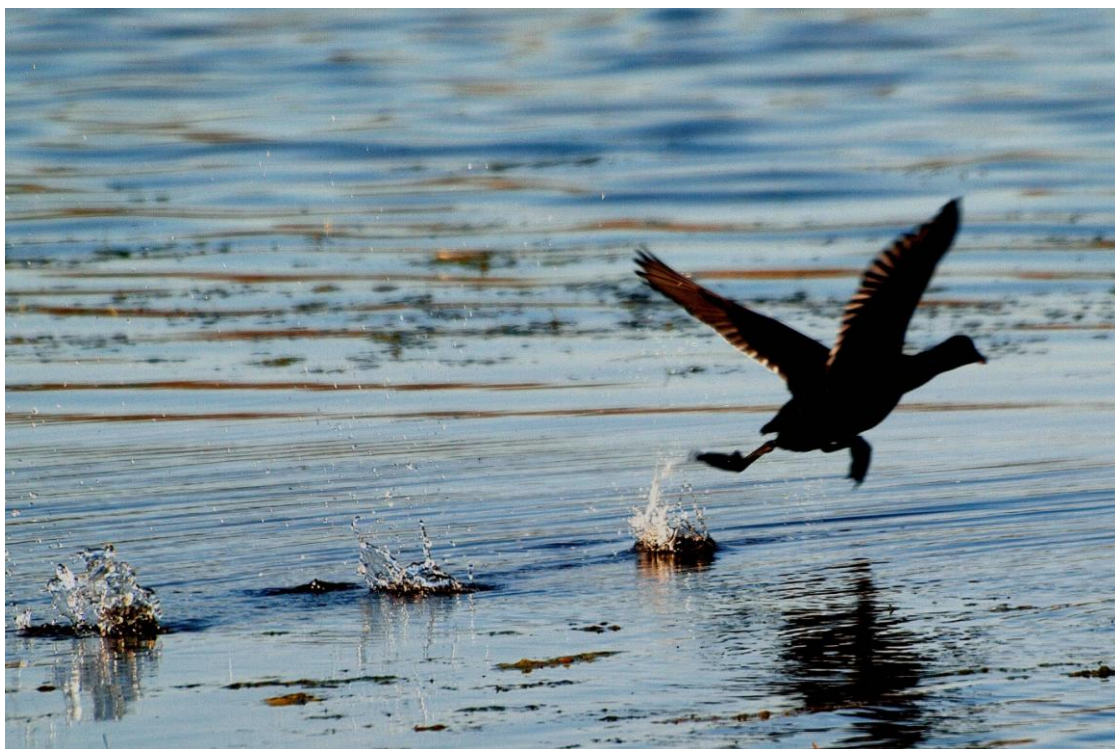


Photo by Pedro Santos



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3 GENERAL BACKGROUND

3.1 THE 2BPARKS PA AND TERRITORIES

Who we are

The 2BParks partnership extends over the Mediterranean Basin, encompassing seven countries and ten regions that host a significant number of Protected Areas.

According to the territorial span and specific objectives of the 2BParks partners, **33 Protected Areas** and corresponding neighbouring territories were considered in the scope of the Joint Marketing Strategy, as listed in the following table.

These Protected Areas are representative of the multiplicity and uniqueness of the natural values, ecosystems and biological diversity of the Mediterranean region, constituting an excellent basis for experimentation of solutions envisaging to reconcile nature conservation with sustainable tourism development and promotion.





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Protected Areas and Territorial Scope of the Joint Marketing Strategy (PA Listed from West to East)

Protected Areas	Territorial Scope (Neighbouring Territories)	Regions/Countries
Nature Reserve of the Santo Andre and Sancha Lagoons Nature Reserve of the Sado Estuary Southwest Alentejo and Vincent Coast Natural Park	Municipalities of Alcácer do Sal, Grândola, Odemira, Santiago do Cacém, Sines	Alentejo Litoral, Portugal
Sierra de Andújar Nature Park	Municipality of Andújar	Jaén, Spain
West PA: Albine, Réals, Rives de l'Arn, Savignac, Véroles, Vieulac, Centre PA: Bessilles, Olivettes, Salagou + Mourèze and Liausson, Vias North-North East PA: Fesquet, Fondespierre, Font du Griffon and Lavagnes, Mas Dieu, Mas Neuf, Moulin Neuf, Restinclières, Roussières, Saint-Sauveur, Vernède	Department of Hérault	Languedoc-Roussillon, France
Special Reserve of Sacro Monte di Varallo Protected Area of Sesia Valley	Province of Vercelli	Vercelli, Italy
Regional Park of the Po Delta	Municipalities of Adria, Ariano nel Polesine, Corbola, Loreo, Papozze, Porto Viro, Porto Tolle, Rosolina, Taglio di Po	Veneto, Italy
Natural Regional Park of Serre	Provinces of Catanzaro, Reggio Calabria and Vibo Valentia	Calabria, Italy
Ljubljansko Barje Landscape Park	Municipalities of Borovnica, Brezovica, Ig, Ljubljana, Log-Dragomer, Škofljica Vrhnik	Ljubljana Urban Region, Slovenia
Protected Area of Lake Karla	Municipal Departments of Kanalia, Kerasia, Rizomilos, Stefanovikio, in Municipality of Rígas Fereos	Thessaly, Greece
National Park of Schinias-Marathon	Municipality of Marathon	Attica, Greece
National Forest Park of Troodos	Communities of Amiandos, Platres, Prodomos, in Limassol District	Limassol District, Cyprus



The natural and cultural heritage of the target Protected Areas

The considered Protected Areas represent all together a length above **425 thousand hectares** of natural heritage, benefiting from regional, national or international protection status. Most of the protected areas are part of the Natura 2000 network and therefore include SPAs (Special Protection Areas, according to Birds Directive) and/or SACs (Special Areas of Conservation, according to Habitats Directive).

The Protected Areas have different dimensions and characteristics, ranging from wetlands and Mediterranean *maquis* to forest and mountainous areas, as illustrated in the following examples:

- Wetlands (e.g. river basins, lakes, lagoons, coastal areas, marshes): Nature Reserve of the Santo Andre and Sancha Lagoons and Nature Reserve of the Sado Estuary, in Portugal, both included in the Ramsar List of wetlands of international importance, Southwest Alentejo and Vincent Coast Natural Park, in Portugal, Regional Park of the Po Delta and Protected Area of Sesia Valley, in Italy, Ljubljansko Barje Landscape Park in Slovenia, National Park of Schinias-Marathon and Protected Area of Lake Karla, in Greece;
- Mountain and forest areas: Sierra de Andújar Nature Park, in Spain, Special Reserve of Sacro Monte di Varallo and Natural Regional Park of Serre in Italy, National Forest Park of Troodos, in Cyprus.

As a whole, the target Protected Areas embody exceptional landscapes and enclose rich and well-preserved natural resources of outstanding ecological value, including hundreds of flora and fauna species (e.g. birds, reptiles, fishes, amphibians, mammals), namely endemic and threatened species, as outlined in each of the Local Tourism Strategic Plans.

In addition, the target territories also embrace relevant cultural heritage and traditions, gastronomy and wine resources, as well as religious landmarks. In this scope, deserves particular mention the Special Reserve of Sacro Monte di Varallo, in Vercelli, Italy, which is classified as a World Heritage Site (WHS), while some sites within other Protected Areas or their adjacent zones are also listed as WHS by UNESCO, as it is the case of prehistoric pile-dwellings in Ljubljansko Barje Landscape Park, in Slovenia, and of ten Byzantine churches in neighbouring communities of the National Forest Park of Troodos, in Cyprus, the three situations referring to cultural nominations.



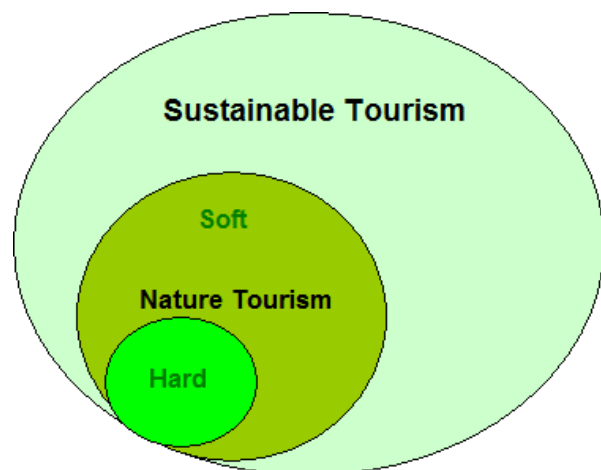
Finally, the PA are also rather diverse concerning their location, which varies from remote rural areas to the vicinity of large conurbations, therefore resulting in different economic and social backgrounds, as described in more detail in the Local Tourism Strategic Plans.

In spite of the diversity of the Protected Areas and surrounding territories, they all share common objectives for the development of sustainable tourism, building on their natural and cultural resources, therefore resulting in a mix of actual and potential tourism products, as discussed in the next section.

3.2 SUSTAINABLE TOURISM AND THE TOURISM PRODUCTS OF THE TARGET AREA

Sustainable tourism is defined by the World Tourism Organisation as “Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (WTO, 2005). This sustainability model underlies the overall 2BParks project concept and all the Protected Areas and neighbouring territories have been developing, to a smaller or larger extent, sustainable tourism approaches, with a focus on **nature based tourism activities** (in short, **nature tourism**).

A broad definition of nature tourism refers to the motivation of tourists to be engaged in activities or experiences that are related to the natural environment, whether for relaxation, discovery or adventure. Therefore, nature tourism includes a large range of experiences based on the fruition and interaction with natural environment, which can be segmented into “soft” and “hard”, activities. The soft (or low intensity) activities are mostly related to appreciation and learning, representing the great bulk of the nature tourism market. The hard activities are more physically demanding, or require specialised knowledge or training and refer to specific market niches.





Nature based tourism experiences can therefore include the following (not exhaustive) categories:

- Low intensity outdoor activities (e.g. fauna and flora observation, landscape observation, hiking, recreational swimming);
- Educational activities (e.g. learning about natural environment, biodiversity and nature conservation);
- Nature sports (e.g. trekking, biking, canoeing, horse-riding, surfing, diving....);
- Specialised activities (e.g. bird-watching).

All Protected Areas and their neighbouring territories have resources and potential conditions to develop different categories of soft and hard nature-based tourism. Furthermore, other resources such as cultural heritage, local gastronomy and wines, cultural and religious traditions enable to exploit other complementary tourism products, offering blended experiences.

Resulting from the analysis of the different resources and characteristics of the PA, the joint portfolio of potential tourism products of 2BParks territories was outlined, considering as a base criterion that at least two Protected Areas in different countries/regions should share the same product, to allow its inclusion in the common product mix.

In addition to nature tourism, five other tourism products were selected: landscape and cultural touring (mostly based on cultural motivations, but sharing common features with low intensity nature activities), gastronomy and wines (based on the rich and diversified Mediterranean cuisine and winery), sun and beach (as an extension of nature tourism and not envisaged as mass tourism oriented), religious tourism (supported by relevant traditions in specific PA) and residential tourism (second dwellings).



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Joint Portfolio of Tourism Products in the 2Bparks Territories (PA Listed from West to East)

Protected Areas	Nature Tourism	Landscape & Cultural Touring	Gastronomy & Wines	Sun & Beach	Religious Tourism	Residential Tourism
Nature Reserve of the Santo Andre and Sancha Lagoons	*	*	*	*		*
Nature Reserve of the Sado Estuary	*	*	*	*		*
Southwest Alentejo and Vincent Coast Natural Park	*	*	*	*		*
Sierra de Andújar Nature Park	*	*	*		*	
21 PA in Department of Hérault	*	*	*			
Special Reserve of Sacro Monte di Varallo	*	*	*		*	
Protected Area of Sesia Valley	*	*	*			
Regional Park of the Po Delta	*	*	*	*		
Natural Regional Park of Serre	*	*	*		*	
Ljubljansko Barje Landscape Park	*	*				
Protected Area of Lake Karla	*	*			*	
National Park of Schinias-Marathon	*	*		*		
National Forest Park of Troodos	*	*	*		*	*



3.3 THE TOURISM DEMAND AND OFFER IN THE TARGET AREA

The **tourism offer** is inadequately organised in most of the target PA/neighbouring territories and the potential tourism products are not fully developed, notably nature tourism.

This situation is comprehensively described in the Local Tourism Strategic Plans and can be illustrated with a few quotations:

- “The tourism offer in the area is only basic, lacking accommodation facilities and alternative tourism services” (Protected Area of Lake Karla);
- “Not a developed, recognized tourism destination”; “(tourism products) ...do not address a specific target group and therefore do not present a motive for visit” (Ljubljansko Barje Landscape Park);
- “Tourism identity and local tourism products undefined and barely innovative” (Sierra de Andújar Nature Park);
- “Nature tourism in Vercelli Province is poorly developed” (Special Reserve of Sacro Monte di Varallo and Protected Area of Sesia Valley);
- “The almost total absence of a system of tourism stakeholders acting on an integrated level, both at public and private levels...” (Natural Regional Park of Serre);
- “Lack of a shared vision for the region tourism development”, in Alentejo Litoral (Nature Reserve of the Santo Andre and Sancha Lagoons, Nature Reserve of the Sado Estuary, Southwest Alentejo and Vincent Coast Natural Park);

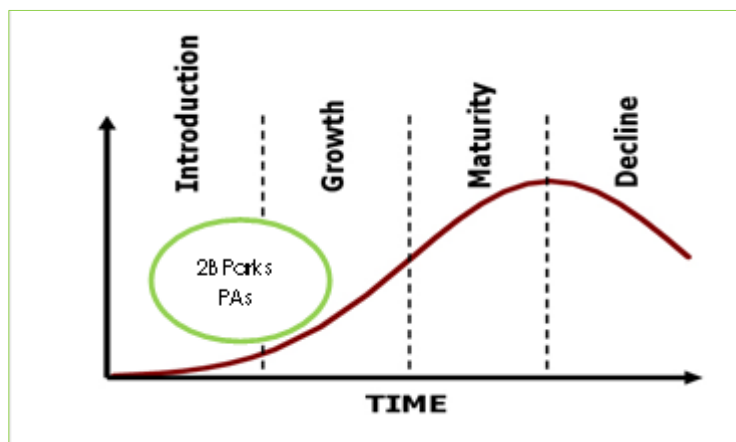
The **tourism demand** is moderate and results mainly from the domestic market (frequently of regional origin), while foreign tourists have limited importance in most PA, which is associated to the undefined identity and low profile of these territories, as nature tourism destinations.

The most relevant exceptions may refer to the Regional Park of the Po Delta (Italy) and the National Park of Schinias-Marathon (Greece), that disclose a more structured and consistent tourism offer, attracting both domestic and foreign visitors, on the basis of their natural heritage and other complementary resources.



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The analysis of the characteristics of the nature tourism offer and demand in the target PA and neighbouring territories suggests that these destinations are in the *Introduction* stage of their life cycle (e.g. Lake Karla) or in initial *Growth* stages (most of the other PA), except the two PA mentioned above (Po Delta and Schinias-Marathon), which are in a more advanced *Growth* situation.



Typical destination characteristics related to their life cycle stage are summarised in the table below, making evident that different evolution stages require diverse marketing approaches. Obviously, environmental impacts are dissimilar, according to the evolution stages, being rather pernicious in destinations that have evolved to saturation and decline situations.

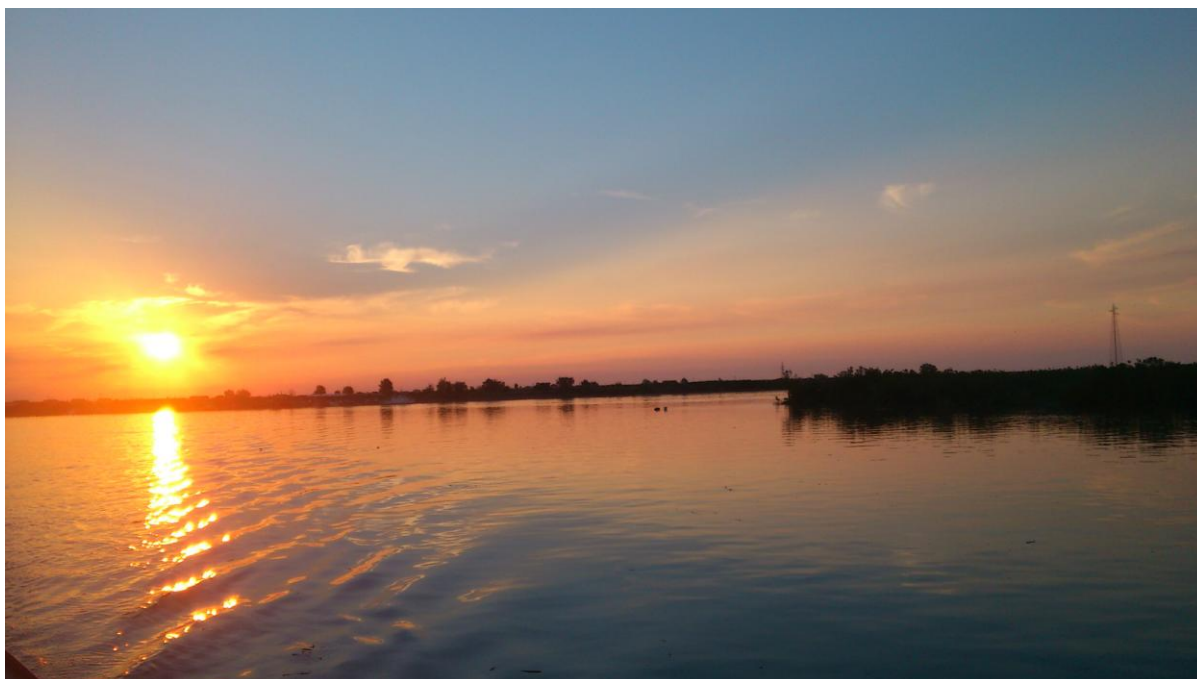


Photo by Alexandra Mendonça



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Life Cycle Stage, Destination Characteristics, Marketing Response and Environmental Impacts

	Introduction	Growth	Maturity	Saturation/Decline
Destination Characteristics				
Tourists Number	Few	Many	Too many	Many
Growth Rate	Low	Fast growth	Fast growth	Slow growth/ Decline
Accommodation Capacity	Very low	Low	High	Very high
Tourist Types	Drifters	Innovators	Followers	Cheap mass market
Image and attractions	Low	Very high	High	Low/very low
Tourists are perceived as	Guests	Guests	Customers	Foreigners
Marketing Response				
Marketing Target	Awareness	Inform	Persuade	Loyalty
Strategic Focus	Expansion	Penetration	Defence	Defence/Reintroduce
Marketing expenditure	Growing	High	High	Falling/Consolidating
Product	Basic	Improved	Good	Deterioration/Decay
Promotion	Introduction	Advertising	Travel trade	Travel trade
Distribution	Independent	Independent	Travel trade	Travel trade
Environmental impacts				
Environment and landscape	Unspoilt	Improved	No respect	Polluted/Damaged
Heritage Conservation	Unspoilt	Improved	No respect	Decay//Damaged
Ecological disruption	Unspoilt	Improved	No respect	Decay//Damaged
Pollution related to tourism	Negligible	Low	High	Very high
Congestion and traffic	Low	Low	Very high	Very high
Erosion	Low	High	Very high	Very high

Source: Adapted from Buhalis, D., *Marketing the competitive destination of the future*

In early stages, as it is the case of the 2BParks territories, destinations gather a low number of tourists, provide few accommodation facilities, their image is not yet well defined and their attraction capacity is small. Marketing strategies should therefore focus on building awareness and promoting the destination products and differentiation attributes.



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The marketing mix should thus respond to the above requisites and should also be used to encourage responsible behaviours by tourists and environmentally sustainable practices by the tourism industry.



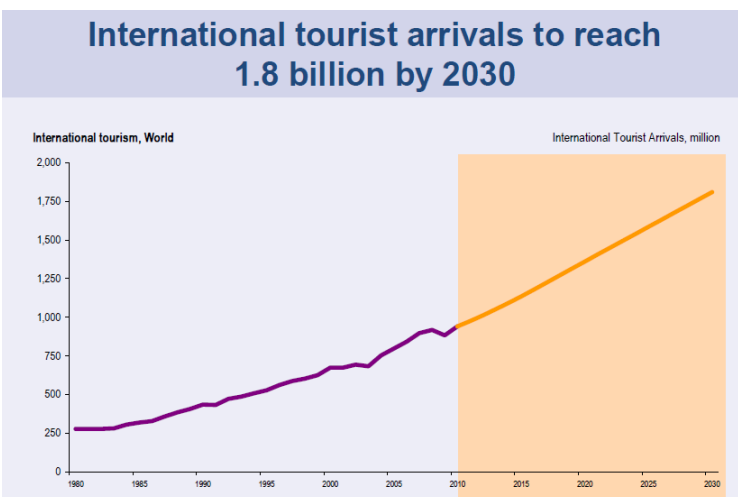
Photo by Alexandra Mendonça

These issues are discussed under sections 5 to 7, including recommendations to communicate the environmental and social concerns underlying the overall marketing approach, to support sustainable tourism.



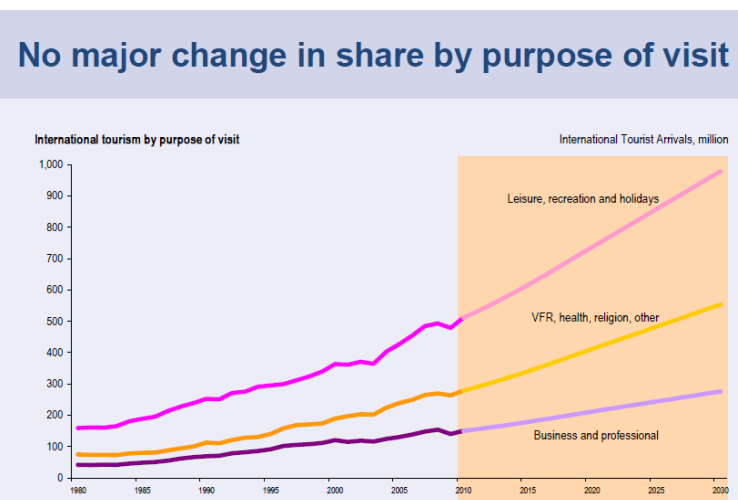
4 MAIN OPPORTUNITIES AND CHALLENGES

4.1 CONSUMER TRENDS



The long term forecasts of the World Tourism Organisation (UNWTO) for the period 2010-2030 indicate an overall average growth rate of 3.3% per year, while the growth tendency is expected to be a little higher in the decade 2010-2020 (3.8%).

In line with these forecasts, in 2012 the international tourist arrivals grew by 4%, surpassing for the first time 1 billion tourists (overnight visitors). In 2013, the tourist arrivals are estimated to go on growing at a similar or slightly lower pace, between 3% and 4%.



According to UNWTO *Tourism Towards 2030*, the long-term tourism growth pattern will be more moderate, sustainable and inclusive. A lower elasticity of

Source: UNWTO, *Tourism Towards 2030*

travel to GDP and a shift from falling transport costs to increasing transport costs are also expected.

Share by purpose of visits will maintain past trends, with motivations related to leisure, recreation and holidays on the top position, followed by situations referring to visits to friends and relatives (VFR), health or religion.



In spite of the world challenging conditions and the uncertainty about the evolution of the global economy, the travelling industry is proving to be rather resilient and to be able to overcome the negative impacts of the on-going financial and economic crisis.

Nevertheless, evolution patterns disclose diverse trends in the different world regions. Europe showed a moderate growth of 2% in 2012 (overall trips by Europeans), which is expected to be maintained in 2013. In contrast, Asia-Pacific and South America have been the fastest growing origin regions in recent years and the emergence of a new middle class in the BRIC countries (Brazil, Russia, India and China) had a fundamental role supporting the upward tendency in the tourism industry.

On the other hand, Europe is (still) the world leading destination, representing 52% of total international tourism arrivals (corresponding to 43% of total receipts), in 2012. Part of the 2BParks PA and territories are located in some of the world's most important tourism destinations, as it is the case of France, Italy and Spain (listed among the top ten world destinations), while in Greece, Cyprus and Portugal the tourism industry is also a very important contributor to the GDP. Yet, the 2BParks territories are not major tourism spots in the scope of their own countries and they address specific target segments not related to mass tourism.

It is therefore relevant to further analyse the evolution of tourism demand and supply patterns, to identify new trends and possible opportunities.

4.2 EVOLUTION OF BUSINESS MODELS

ICT is revolutionising the tourism management and marketing

According to the World Travel Trends Report 2012/2013, the Internet was the major distribution channel for travels, in 2012, with 54% of bookings online, while travel agencies dropped to 24%.

Consumers are increasingly using ICT (Information and Communication Technologies) to collect information on destinations and to buy tourism products and services online. The spread of mobile technologies is also facilitating access to tourism information and products



not only before, but also during travel. In addition, online social networks are also playing an important role on the travel decisions of consumers.

The Internet and the increased portability of devices (e.g. tablets, smartphones) supports the interaction between tourism enterprises and consumers and is resulting in the re-engineering of the entire process of developing, managing and marketing tourism products and destinations.

ICTs are driving profound changes in the tourism market, resulting in the increased digitisation of all processes along the value chain, thus bringing both opportunities and challenges for tourism organisations. These changes are leading to strategies that are “customer centric, profitability-driven and partnership enabled” (Buhalis and O'Connor, 2005).

Consumer centric approaches provide higher levels of interactivity between the consumer and the tourism suppliers, allowing product customisation and flexibility of services, therefore contributing to increase consumers' satisfaction.

ICTs are also an important tool to reinforce businesses profitability, allowing to increase efficiency levels (e.g. operational cost reduction, disintermediation and reduction of fees), and supporting promotion and distribution (e.g. the Internet enables all types of organizations, regardless of their size, to promote and distribute products directly to customers).

Finally, tourism products are delivered by a multitude of suppliers; therefore the tourism industry is highly dependent on successful partnerships, which can be boosted by the ICTs, through high levels of integration, interconnectivity and interoperability between organisations.

Web social networks and blogs

Web social networks such as Facebook, Twitter and YouTube, as well as specialised travel blogs, are becoming more and more influential in the consumers travelling decisions, therefore affecting the demand in the tourism industry.

According to a Google survey in 2011, around 40% of tourists recognise that social network comments influenced their travel options and 50% based their travel planning on reviews



and experiences from other people, collected on the Internet ((ITB World Travel Trends Report 2012/2013)).

In line with the consumer centric approaches mentioned in the previous section, tourism destinations should take advantage of the opportunities provided by the web social media, integrating them in their marketing approaches,

Mixed seasonality patterns... and travellers are getting older

Tourists are getting older, as pointed out in the 2012/2013 World Travel Trends Report. In 2012, the number of travellers aged over 55 years increased to 23%, while 35% are in the 15-34 age group and 42% are aged between 35 and 54.

Although most tourists tend to concentrate their holidays in the peak summer months, in particular families with children that cannot travel during the school periods, short breaks are becoming increasingly frequent all year round.

Moreover, different market segments have diverse seasonality patterns. Elderly and retired people prefer to travel during the low season, to take advantage of discounts. University and secondary school students also go on field educational trips and on leisure excursions in low season periods. Tourists from Scandinavian countries are less inclined to travel during the summer time, to enjoy the favourable weather conditions at home.

It is therefore important for destinations to identify the seasonality patterns of their different market segments and to build on solutions to attract a balanced mix of tourists throughout the year, to maximise occupancy rates and overall revenue.

Consumers are looking for authentic travel experiences

Important changes in tourist's behaviour are emerging, with consumers demanding more authenticity in their travel experiences and looking for more interaction with local communities.

On the supply side, new concepts (or redefinition of existing concepts) for tourism products are also gaining visibility, such as *adventure tourism*, which can be assimilated to nature



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based tourism, considering they both share common characteristics related to the authenticity of experiences, nature fruition and environmental and social concerns.

The Adventure Travel Trade Association (a US-based global Association) refers that adventure travel is an important, fast-developing market, with an estimated turnover, in 2009, of around USD 89 billion (international outbound from America and Europe only, excluding air travel costs) and estimated growth rates of 17% since then (ITB World Travel Trends Report 2012/2013).



Photo by João Carlos Farinha

The soft market segments of adventure tourism (the same as for nature tourism) are those providing more growth opportunities, encompassing a diverse range of customers and disclosing a tendency to broaden age categories, to include elder people.



Standard traditional travel packages are mature products and are approaching a saturation stage of their life cycle. Although this is a long term process, it encompasses growing opportunities for more sustainable forms of tourism, based on responsible behaviours involving both tourists and the travel industry.

Accessible tourism for all

In 2005, the UNWTO adopted a resolution supporting “accessible tourism for all”, which is recognised as a key reference. Nevertheless, people with accessibility requirements are not adequately cared by the tourism industry.

The European Network for Accessible Tourism (ENAT) defines *tourism for all* as “making travel and tourism destinations, products and information suitable for all those who have particular accessibility needs, their families and friends”. This implies accessibility solutions along the whole value chain, from information and booking, to transportation, accommodation, catering and tourism services at the destination.

ENAT estimates that the potential market of accessible tourism in Europe is around 133 million people, including people with disabilities (80 million) and their travelling companions. Worldwide this group will range from 600 to 900 million people, according to the same source.

The ageing trend of the European and other developed countries population results also in accessibility requirements for elder people with mobility restrictions or other disabilities.

This is no longer a niche, but an important market segment that should be addressed accordingly by destinations, through comprehensive accessibility solutions and marketing, to promote inclusive tourism.



5 COMMON VISION AND OBJECTIVES

The **shared strategic vision** underlying the 2BParks marketing strategy is twofold:

- Promote sustainable tourism activities, supporting responsible economic growth;
- Benefit from natural heritage as a resource for sustainable development, encouraging a holistic approach to environmental protection and tourism promotion.

The **overall objectives** resulting from the shared strategic vision were defined on the basis of three axes, taking into consideration the global framework of the 2BParks territories and their common needs and ambitions:

- Contribute to the sustainable development of local communities and to local job creation, balancing economic benefits and environmental and cultural costs;
- Strengthen the integration of nature conservation objectives into the tourism models of the 2BParks regions;
- Establish effective partnerships, including public and private stakeholders and involving the local populations, to deliver collaborative solutions for the improvement of the tourism sector.

Based on the global objectives, the **marketing objectives** were outlined to respond to the requirements of the *Introduction* and early *Growth* stage of the 2BParks territories life cycle, therefore focusing on the structuring of the tourism offer and on building awareness on the destinations:

- Develop and further structure nature based tourism and other complementary products of the 2BParks portfolio, to provide authentic, blended and diversified tourism experiences;
- Identify and attract new market segments, to reduce seasonal variation of tourism demand, viewing to optimise overall yields, while minimising peak periods of tourism pressure;



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- Promote 2BParks PA and regions as an authentic and unique MED destination, building on common environmental and cultural attributes, while respecting and enhancing the specific identity of each region;
- Promote the 2BParks Protected Areas as a touristic resource, benefiting from natural heritage as a joint marketing tool for sustainable tourism development;
- Involve stakeholders and local population to create a 2BParks “hospitality culture”.

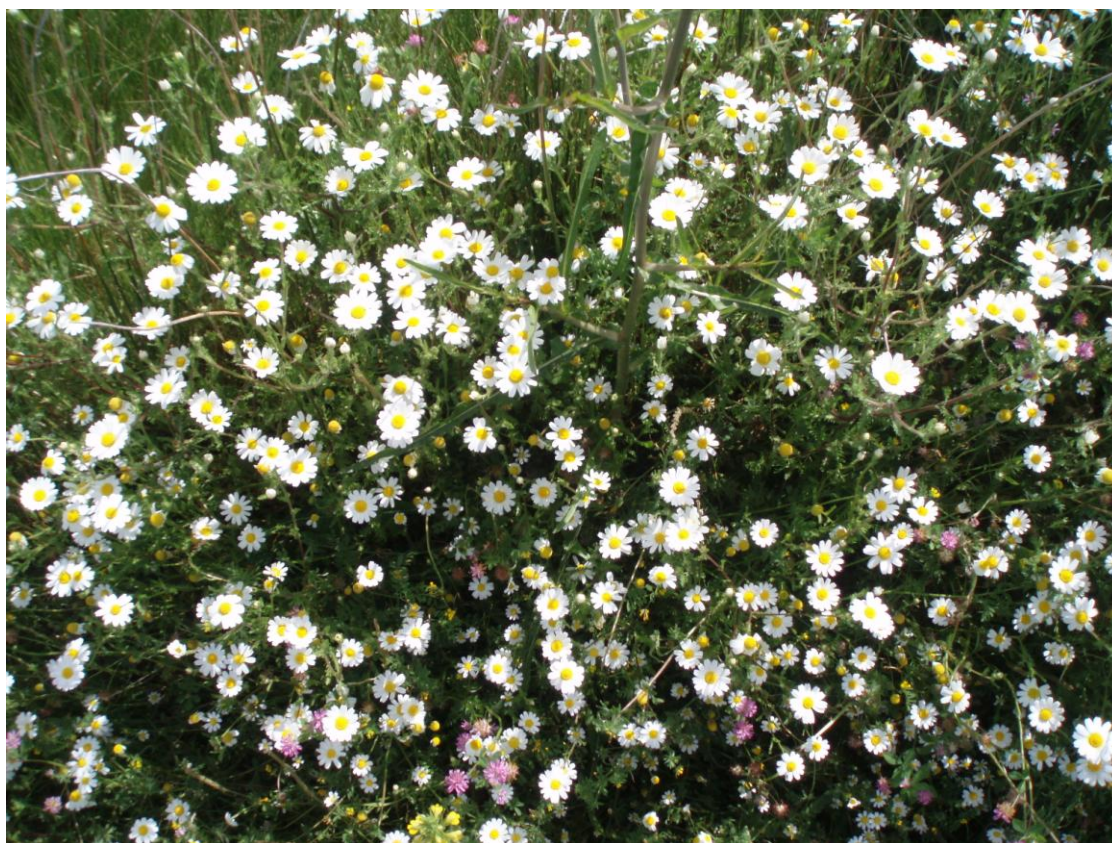


Photo by Alexandra Mendonça



6 MAIN STRATEGIC GUIDELINES

6.1 SEGMENTATION APPROACH

An *a priori* segmentation approach was followed, based on criteria envisaged to produce a useful grouping to match the common strengths of the 2BParks destinations, which are mainly related to environmental attributes.

Four classical segmentation techniques are commonly used: Geographic segmentation (e.g. distinguishing between domestic and foreign tourists); Demographic segmentation (e.g. using as criteria, age, gender, income); Psychographic segmentation (based on lifestyles and motivations); Behaviouristic segmentation (addressing personal behaviours and preferences related to specific tourism products or activities).

A **behaviouristic segmentation** was adopted, considering that this approach is focused on the visitor's relationship with the tourism product, therefore providing a broad basis to all 2BParks destinations, which share a portfolio of common products.

It must however be stressed that the tourism market is increasingly sophisticated and fragmented, therefore additional variables related to geographic criteria (e.g. origin of tourists), demographic criteria (e.g. age, gender) or psychographic criteria should be added by each 2BParks destination, to produce a multivariable approach and to refine the key segmentation proposed hereafter.

Broad target segments will be defined considering the main purpose of the visit, in relation to the 2BParks product mix:

- **Nature based tourism**
 - Soft activities
 - Hard activities
- **Other tourism products**
 - Landscape & Cultural Touring
 - Gastronomy & Wines
 - Sun & Beach



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- Religious Tourism
- Residential Tourism

These broad segments should be refined to allow the development of effective messages to the target segments, through the most appropriate communication channels, having in mind that the **2BParks common core product refers to nature based tourism**, which should be combined with other relevant complementary products, according to the specific resources of each 2BParks region.

6.2 COMPETITIVE POSITIONING & DIFFERENTIATION ATTRIBUTES

In general, 2BParks territories are under-positioned and in most cases potential customers only have a vague idea about the destination. The joint marketing approach is envisaged to support the construction of a common image and identity building on the attributes shared by all the territories, leading to a global competitive positioning that will exceed the sum of each individual region.

The **value proposal** to differentiate the 2BParks territory relies on its unique and well preserved natural heritage, together with genuine cultural resources, rich gastronomy and wines, offering an authentic and varied tourism experience, based on sustainability concerns.



7 MARKETING MIX STRATEGY

The marketing mix strategy is envisaged to simultaneously take into consideration the requests and expectations of tourists, the interests of the stakeholders and economic operators of the tourism sector and the overall environmental and social concerns of the 2BParks destinations.

Balancing all these interests is a complex task even for one single destination, consequently complexity increases when a group of destinations is globally addressed.

The marketing mix strategy is therefore mainly focused on more relevant shared issues related to product and promotion/distribution, considering that a common pricing strategy will be practically impossible to outline.

7.1 PRODUCT

Tourism products result from the amalgamation of individually produced tourism services (e.g. transportation, accommodation, catering, entertainment) and a wide range of public tangible and immaterial assets, such as nature values and landscapes, socio-cultural heritage and atmosphere (Buhalis, 2000). All these components should be branded altogether under the joint destination name 2BParks.

To allow common branding, the product offer of the 2BParks territory should be globally improved, leading to a coherent and well-structured shared product mix. A few guidelines are proposed to improve product quality and consistency:

- The development of collaborative solutions among the different players is a key success factor, considering the interdependence of the diverse operators and stakeholders to deliver the tourism products;
- Well trained staff and a culture of hospitality is another fundamental factor to allow differentiation and customer satisfaction, taking into account that the tourism product is an intangible experience, which is related to the individual interaction between the service supplier and the visitor;



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- Customisation and flexibility are essential to meet the specific requirements of visitors, including appropriate solutions and services to provide inclusive tourism products, regardless of the physical condition and age of visitors;
- Blending the different tourism products to satisfy the demand of distinct target segments is also a major factor of success in an increasingly fragmented market;
- Monitoring service consistency and quality on a permanent basis is crucial to allow timely responsive actions, whenever required;
- Last, but not least, commitment of tourism operators to responsible environmental good practices is essential to provide reliability to the sustainability profile of the 2BParks destination.

7.2 PROMOTION AND DISTRIBUTION

The fast growing importance of ICT and the consequent dematerialisation of transactions are redefining the relations between tourism suppliers and customers, bringing a new range of opportunities for increased interaction, both for distribution and promotion solutions.

Positioning the 2BParks territory on the Internet channel is therefore crucial. First steps have been given through a joint promotional tool – the **Common 2BParks E-Calendar** – which disseminates data on the environmental and cultural events promoted by the 2BParks Protected Areas, or within their surrounding regions, combining geographical, environmental and touristic information.

As explained in more detail in Appendix 1, the 2Bparks e-calendar (www.2bparks.org) is an electronic calendar, which currently gathers and presents events promoted by the 2BParks Protected Areas and neighbouring territories, but can also include all the Mediterranean Basin and the wider European zone. The events are stored in a web-based GIS platform in order to enable the user to easily navigate on the maps and locate the events of his interest. A multi-criteria search (by city, date, domain, etc.) helps the user find the events he could be interested. This common database, linked to project and partners' websites, acts as the basis for mutual actions promoting the 2BParks Protected Areas, during and after the project completion.



Particularly, the e-calendar is a tool to support the implementation of the Promotion Mix, in the scope of the 2BParks Joint Marketing Strategy, in terms of transnational actions which were designed to jointly improve territorial attractiveness and sustainable growth of MED PA and adjoining territories.

The free access, the user friendly environment and the classification of the sources, combining to the fact that the University of Athens, the partner responsible for the implementation of the Common 2BParks e-calendar, has committed to host the platform for the next 5 years after the project's lifetime, provide a valuable communication tool to support the continuity of the project results.

Nevertheless, further steps should be taken to create a more ambitious platform, to disseminate wide-ranging information on the 2BParks Protected Areas and to promote the product mix of the 2BParks territories. Specific and consistent efforts addressing the web social media should also be considered (e.g. Facebook, YouTube) to increase awareness on 2BParks and MED natural heritage.

This future platform should constitute a powerful linking ring among the general public and the regional and local public institutions, local communities and the tourism business sector, for the promotion of the **tourism offer** and attributes of the **natural heritage** of the 2BParks territories and of the MED area, in general, towards sustainability and prosperity.

The achievement of the 2BParks Environmental Clusters, to encourage the adoption of sustainable environmental practices by economic operators, was also an important tool, in the scope of the promotion mix, to provide reliability to the sustainability profile of the 2BParks tourism destinations, making evidence of the commitment of the business sector towards the reconciliation of economic development and protection of the natural heritage.

An **E-Catalogue of the 2BParks Environmental Clusters Members** is included in Appendix 2, collecting a brief profile of each of the 83 Members that had joined the Clusters, by the closing date of the project (June, 2013), in the six territories engaged in this phase: Veneto Region, General Council of Hérault, Province of Vercelli, Ljubljana Urban Region, Troodos Region and Alentejo Litoral (Coastal Alentejo).

The E-Catalogue was published as an independent e-publication and a joint promotional tool, viewing to enhance the visibility of responsible economic operators, in the scope of the marketing mix of the 2BParks Joint Strategy.



8 IMPLEMENTING THE 2BPARKS JOINT MARKETING STRATEGY

The 2BParks Joint Marketing Strategy was envisaged to support the implementation of **Local Tourism Strategic Plans (LTSP)**, based on a transnational approach, to balance environmental conservation and protection, with economic growth.

This purpose has been accomplished through the **preparation of eight LTSP**, built on common guidelines, as outlined in the current Joint Marketing Strategy: Natural Regional Park of Serre, General Council of Hérault, Province of Vercelli, Thessaly (Lake Karla), Municipality of Andújar, Ljubljansko Barje, Troodos Mountains and Alentejo Litoral (Coastal Alentejo).

The eight LTSP provide an interesting overview on the work developed locally by each partner, based on a shared methodology, to foster sustainable tourism as a key factor of cohesion and compatible growth, while taking into consideration the specific characteristics and needs of each Protected Area and surrounding territories.

In the scope of the joint promotion mix, an **E-Catalogue of Environmental Clusters Members** was published and a joint promotional tool was created – **Common 2BParks E-Calendar** – as mentioned in the previous section, and additional steps were also taken by the implementation of individual experimental actions and by sharing good practices to promote sustainable tourism models, by some of the partners, namely:

- **Good practices for development of sustainable tourism:** good practices developed in the Po Delta Regional Park (Veneto Region) and in the National Park of Schinias-Marathon (University of Athens), to promote sustainable tourism. These two PA did not participate in the LTSP activities, thus the related partners prepared contributions to share their specific experiences, addressing similar objectives as the LTSP.
- **Experimental marketing actions:** experimental actions to include Protected Areas into tourism offer, developed by several partners (e.g. Veneto Region, Troodos Region, Vercelli Province and Hérault)
- **Clustering Economic Operators:** different examples illustrate how the economic operators can contribute to the promotion of the Protected Areas (Po Delta Regional Park), to the development of sustainable tourism (Troodos Montains) and how they can be involved to support environmental protection (Coastal Alentejo).



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These activities although formally considered as part of other Components or Phases of the project, are strongly connected to the approach and recommendations considered under the 2BParks Joint Marketing Strategy, therefore disclosing the strong inter-connections and consistency of the whole project.

The 2BParks Joint Marketing strategy was based on a shared approach to develop and promote Protected Areas and sustainable economic activities, namely tourism businesses, viewing to balance conflicting interests and reconciling protection and conservation of natural values with economic development. The methodology adopted has eased the transferability of solutions and good practices among the project partners. This transferability process contributed to increase the territorial cohesion of the Mediterranean Area, allowing to access common needs and outline flexible solutions related to the specificity of each Protected Area and region.

The work developed so far established the basis for additional developments, capitalising on the experience obtained, to consolidate the transnational dimension of 2BParks and to go further to: i) implement an effective joint platform for the promotion of the **tourism offer** and attributes of the natural heritage of the 2BParks territories; ii) strengthen the **clustering process** of socio-economic operators, providing consistency to the environmental sustainability of the 2BParks tourism destinations.

The full development of forthcoming actions will require additional financing, to be hopefully considered under the future cooperation MED funds, for the new programming period 2014-2020.



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Photos by Sandro Nóbrega

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2BPARKS NOTEBOOK ON SUSTAINABLE TOURISM

PART 2

2BPARKS JOINT MARKETING STRATEGY

APPENDIX 1. COMMON 2BPARKS E-CALENDAR





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Component 4:	Sustainable tourism and marketing joint strategy 2Bparks
Phase 4.1:	Sharing sustainable tourism patterns and a MED PA marketing joint strategy
Deliverable 4.1.2	2Bparks NOTEBOOK on Sustainable Tourism – Part 2 2BParks Joint Marketing Strategy APPENDIX 1 - COMMON 2BPARKS E-CALENDAR

Version:	1.1	Date:	15/05/2013
Type:	Report		
Availability:	Public		
Responsible Partner:	National and Kapodistrian University of Athens		
Author:	Niki Evelpidou, Nikolaos Tsoukalas, Konstantia Chartidou (National and Kapodistrian University of Athens, Faculty of Geology and Geoenvironment)		
Contributors:			



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CONTENTS – Appendix 1

COMMON 2BPARKS E-CALENDAR	4
1. INTRODUCTION	4
2. METHODOLOGY	6
3. PARTICIPATORY APPROACH.....	9
4. ADDED VALUE AND RESULTS	10
5. PROMOTIONAL ACTIONS	12

COMMON 2BPARKS E-CALENDAR

1. INTRODUCTION

The 2Bparks e-calendar (www.2bparks.org) is an electronic calendar of Protected Areas' (PA) events, which gathers and presents events promoted in the Mediterranean and the wider European zone. The events are stored in a web-based GIS platform in order to enable the user to easily navigate on the maps and locate the events of his interest. A multi-criteria search (by city, date, domain, etc.) helps the user find the events he shouldn't miss! This common database, linked to project and partners' websites, acts as the basis for mutual actions promoting the pilot areas, after the project completion. Particularly, e-calendar is a mean to support the project joint marketing strategy, in terms of transnational actions which will improve territorial growth and attractiveness, encouraging sustainable business investments, especially towards youth.

Protected Areas (PA) all over the world play an important role for sustainable territorial policies and they are often perceived as a limit to economic growth. Protected Areas have to cope with economic interests for regional development combined with the ecological requirements. Consequently, new integrated plans based on a transnational framework will be fostered to improve Protected Areas, which represent the added value for Mediterranean attractiveness, not only as recreational areas but also as a factor of sustainable development.



There is a strong connection between the protection of fragile areas, the enhancement of natural resources and the sustainable development. Therefore, 2Bparks e-calendar aims to increase the effectiveness of the protected areas in preserving biodiversity and providing solutions for a long-term ecological, social and financial sustainability.



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The 2Bparks e-calendar application constitutes a common thematic reorganization tool for events promoted in the Mediterranean Protected Areas, improving the knowledge society and governance within the Protected Areas. In this framework, 2Bparks e-calendar aligns with the project's objectives by helping protected areas managers to bring rationality to decision, when economic requirements and social instances have to be reconciled with protected areas environmental issues of protected areas policies/plans.

Moreover, 2Bparks e-calendar promotes the involvement of economic and civil society as effective actors of protected areas enhancement, while reinforcing the building of biodiversity business, improving skills and capacities. Furthermore, 2Bparks e-calendar works as an element towards the increase of collective awareness of protected areas values and opportunities, the dissemination of the culture of sustainable development and the straightening of sustainable tourism in those areas.

The balance between improvement of lifestyles and well-being on one side and preserving natural resources and ecosystems on the other, promotes sustainable development supported by the following key aspects: environmental protection, economic development, social development and cultural diversity.

When we speak about Protected Areas management and we look at them as an opportunity to change economic models in favour of sustainable development, we deal with three key factors:

- planning and management for protection,
- sustainable tourism and marketing for compatible growth
- education and research for skills and awareness

By integrating environmental concerns into decision-making processes, developing sustainable tourism and awareness, 2Bparks e-calendar contributes to sustainable utilization of natural resources and strengthens the connections between Mediterranean societies, economies and protected areas.

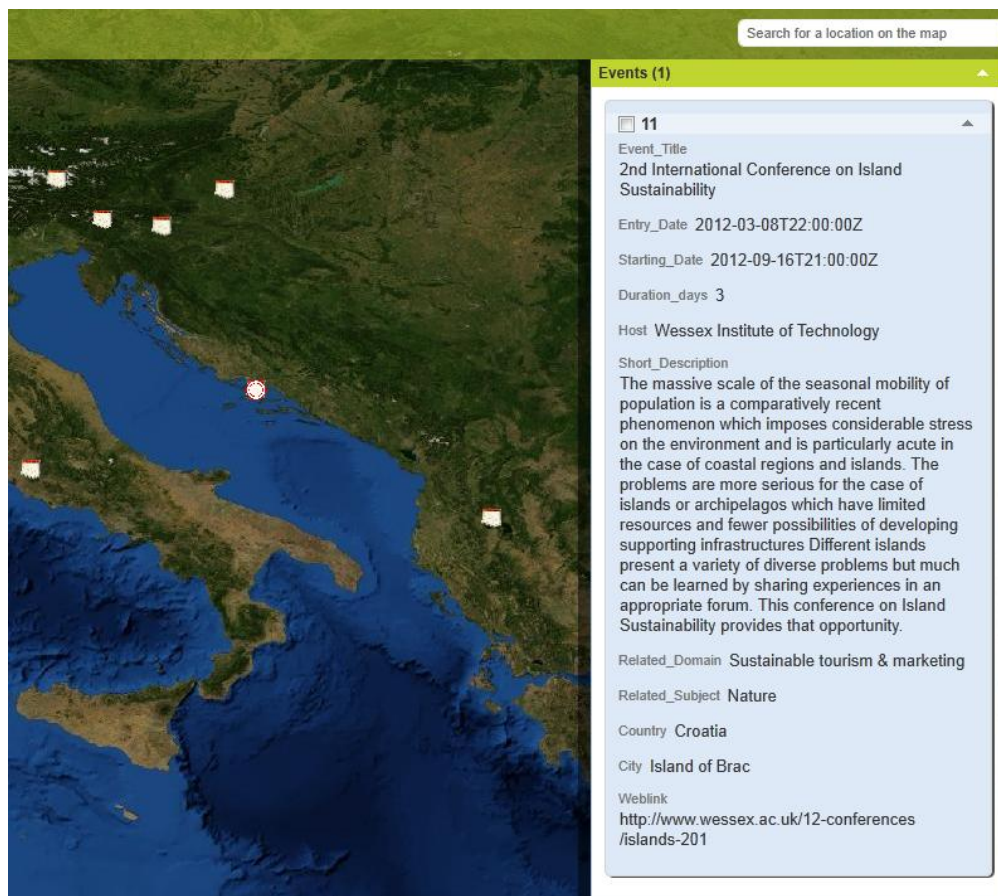
2Bparks e-calendar network can become a functional tool against protected areas fragmentation, in favor of natural and cultural heritage enhancement.

2. METHODOLOGY

The implementation and design of 2Bparks e-calendar is based on a series of actions, which are included in four major stages:

1) Research Stage - Information Gathering

The main requirements and the necessary standards, to be met by the platform, have been identified so that it could cope with the initial goals and objectives of the application. At this point, there has been adequate communication with various target groups/groups concerned – such as local protected areas managers, university departments, researchers, planners and the general public in order to understand and collect necessary information on their needs and develop a user friendly platform.



2) Design Stage – Development

A range of development technologies is available for different operating platforms in order to develop GIS web-based applications. An important part of 2Bparks e-calendar application is its development and especially its visualisation technology, which makes it possible to show data in the form of maps. Visualisation of data as maps has become increasingly popular, with numerous websites presenting geographic data. The popularity of web-based mapping applications arises in large part through the wide dissemination of software that makes it easy for users and developers to publish map data. Improvements in usability through improved user interfaces account for the increased popularity of visualisation techniques.

e-calendar Functionalities:

- Map navigation
 - Zoom in / Zoom out
 - Point information (“what is under here”)
- Selection
 - Point selection
 - Area selection
 - Clear selection
- Digitization
 - Point digitization a point when providing the e-calendar map with a new entry
- Map overview
- Filtering
 - By related domain
 - By related subject

e-calendar Contents:

Education workshops, conferences, congresses, park days, festivals, roadshows and guided trips in the context of protected areas, parks, management and sustainability.

Contents are filtered:

- By related domain
 - Protection planning & management,
 - Sustainable tourism & marketing,
 - Education and research
- By related subject
 - Nature,
 - Culture & history,
 - Local products

The development of 2Bparks e-calendar was assigned to an external partner, guided by the requirements and the initial goals (promote events combining geographical, environmental, touristic data of each Protected Area, ICT applications, GIS data, fitting Public-Private needs, becoming a platform for sustainable spatial Marketing Strategy).

3) Function Stage - Usability

2Bparks e-calendar is based on the MyGIS software (<http://www.mygis.gr/>) that allows the mapping of any type of descriptive data. Therefore, it can be easily parameterized

appropriately in order to support the mapping of events (festivals, educative seminars, conferences, meetings etc.) and to improve the wide capabilities of searching them. The system is totally web – based and does not demand the installation of additional software on a PC, apart from the browser and the related plugins.

Its functionality is not depended on the web browser or the operating system of the working station and also supports completely the most popular web – browsers (Firefox, Internet Explorer, Chrome, Opera, Safari) that cover the total of the internet users.

With 2Bparks e-calendar the user has the capability of searching based on multiple criteria and exporting the results of a search in form of an image or in form of a table. It also provides the potential to export the map that appears in form of an image (jpg or png), kml document (for its editing through Google Earth Plugin) and pdf.

Furthermore the tables that appear could also be exported in an xls form and besides the above, the user has the capability to upload data that have been designed locally on his computer, which appear directly on an information level that he chooses in the network platform.

To ensure that it is user friendly, 2BParks e-calendar is designed based on the User Agent Accessibility Guidelines (UAAG). The appearance of the site refers to a windows environment in order to be user friendly and tries to "guess" what the user would prefer to do by proposing tooltips at the appropriate points, aiming to lead him. The user can also adjust the layout of the site in order to fit to its preferences (size and order of the windows), while the administrator could intervene from the appropriate web interface and modify a list of properties (such as the kind of menus that appears, the colors that should be used etc.).

Evaluation Stage - Testing

Subsequently, a first version of the platform has been tested internally by the team of ECHS and has been given access to stakeholders to import events and additional information





through 2Bparks e-calendar platform.

Through 2BParks e-calendar, 2BParks project has presented successfully a wide geographic coverage which includes 11 partners (7 Countries) and numerous Protected Areas characterized by a high biological diversity and a complex of terrestrial and marine habitats representative of Mediterranean environment.

3. PARTICIPATORY APPROACH

Participatory approaches are active approaches that encourage people to share information, cooperate, learn from each other and work together to solve common problems. Participatory approaches are used in situations where a number of people must work together to resolve a common problem.

2Bparks e-calendar follows a participatory approach and thereby involves external and local actors, by giving them the opportunity to communicate and work together on a particular project.

The corporate nature of 2Bparks e-calendar is the dominant component of its platform. 2Bparks e-calendar is a collective effort and contribution of many interest groups (such as local authorities, protected areas managers, universities, researchers, ecological groups etc.). Communication with the above groups of people and with the general public helped develop a friendly platform, easily operable by everyone. The important issue to remember here is the word **participatory**. Participation carries with it feelings of ownership, and builds a strong base for the intervention in the community. In this manner people are integral to the planning of a community intervention and become part of it.

2Bparks e-calendar is a modern marketing tool since it provides to the user the ability to view all the actions and the events concerning protection and utilization of the Protected Areas in Mediterranean countries. Also, in order to inform the general public, there have been made several publicity activities.

Free access and distribution of information is the first and foremost step towards a participatory planning procedure and decision making process. It is particularly important to mention that 2Bparks e-calendar is designed in order to manage and promote the actions

and the events that are related to Protected Areas, using geo-information systems. In essence, the platform constitutes a source of information about the activities taking place in the Protected Areas of Mediterranean countries. At the same time, it responds to the necessary need for the creation of a system for participatory planning, which is making information accessible.

Thus 2Bparks e-calendar can evolve from a dynamic information tool to a participatory and integrated planning procedure for Protected Areas in the Mediterranean region.



4. ADDED VALUE AND RESULTS

2Bparks e-calendar gives the opportunity to the users to search for expeditions that are organized in the Protected Areas of any Mediterranean and European country, based on the multiple criteria of search (subject, axis, date, city, etc.), as well as to list events that host / organize themselves. It is a tool that can be used from every researcher or student, from companies, public bodies, experts, the local stakeholders, the researchers as well as the local societies. The free access, the user friendly environment, the classification of the sources in combination to the fact that PP9, University of Athens, has committed to host the platform for the next 5 years after the project's lifetime, provide a valuable communication platform ready to assist all target groups. In essence, through the 2Bparks e-calendar the gap between heterogeneous and deviant groups of people, is bridged as it is easier than ever to communicate with each other and attend a meeting relating to their field of interest that in any other case may have never been aware of. In this framework, internal and external capacities of groups working on a specific protected area are enhanced, networking capabilities are widened and people can directly compare theory and practice, work on a combinatory basis between knowledge and practical experience.



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Policy makers, parks' managers and tourism operators can take advantage of the 2Bparks e-calendar capabilities and benefits as it contributes to the dissemination of events that may be organized in isolated (and not only) protected areas, enhancing and supporting in this way the economic growth of the area, as well as its touristic attractiveness. Indisputably the tool will lead to the promotion of the protected areas that are not so popular to the wider public, invigorating in this way the society of the area, while constituting the springboard for further development and turning the protected areas into a pole for investments and evolution in the sector of sustainable development. Consecutively the interested parties could exploit 2Bparks e-calendar in order to overpass the old - fashioned methods applied until now that narrowed the activities of the local community or of each public sector in the strict limits of the area or country. This initiative will constitute the linking ring among numerous institutions, companies, communities, businessmen and the wider public in terms of marketing, sustainability and prosperity.

With regard to the ultimate target of the project which is the evolution of protected areas, an additional tool could be especially interesting to be integrated in the operation of e-calendar. This tool could involve the creation of an archive's manager to which the party could consult in order to find the necessary information for the place of the event, expedition or seminar. In these archives the user could have the option to find useful information for the previous events and its location, such as the history of the place, culture, similar events that have taken place, presentation of the attendees and their contact details. In this manner the e-calendar will constitute an ultimate tool for every interested party. Moreover the documentation that has been conducted after the event will be a guide that will support organizers in their effort to organize a perfect event, considering the comments and the feedback of the last attendees and participants.

On another level 2Bparks e-calendar, could extend its operations working simultaneously, as a platform of instant communication between parties, so that any discussion and conference could take place online through the platform, facilitating the organization procedures of any kind of event, in terms of supplies, attendees, place and time. In this manner, the participants could immediately be notified in case of any cancellation or modification in the program of the activities planned.

In conclusion, the 2Bparks consortium, will maintain the integrated network of target groups via the platform, ensuring that information is updated and transmitted to all sectors and all countries. The platform will be used by all partners' institutions in order to store new events. The on-going promotional activities of the platform ensure its future use. The fact that PP9 will store the sourcebook to its servers for the next 5 years allows further enhancements either within another European funding initiative or within local – national frameworks. The e-calendar can host data for any country all over Mediterranean, all over Europe and practically all over the world. The maps and the background of the data are already developed in such a way so as to store numerous data for any place and to serve as many users as possible.

5. PROMOTIONAL ACTIONS

- **E-Papers** delivered in Greek and English language and published on www.2bparks.org



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2Bparks e-calendar

Dr. Dr. MSc Niki Evelpidou, UoA



The 2Bparks e-calendar is an electronic calendar of Protected Areas (PA) events, which gathers and presents events promoted in the Mediterranean and the wider European zone. The events are stored in a web-based GIS platform in order for the user to easily navigate on the maps and locate the events of their interest. A multi-criteria search (by city, date, domain, etc) helps the user find the events they shouldn't miss!

This common database will be linked to project and partners' websites, representing the basis for further common actions after the project completion.

e-calendar Functionalities:

- Map navigation
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 - Point digitization a point when providing the e-calendar map with a new entry
- Map overview
- Filtering
 - By related domain
 - By related subject



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The e-calendar allows users to:

- Search for sources, by navigating on the map and making use of its functionalities
- Locate and review sources
- Add a new entry / Add a new "event"



e-calendar Contents:
Education workshops, conferences, congresses, park days, festivals, roadshows and guided trips in the context of protected areas, parks, management and sustainability.

Contents are filtered:

- By related domain
 - Protection planning & management
 - Sustainable tourism & marketing
 - Education and research
- By related subject
 - Nature
 - Culture & history
 - Local products



The data used to identify an object in the e-calendar are the event title, the realization date, the starting date and the duration in days, the host institution, a short description of the event, the related domain and subject, by which events are filtered on the e-calendar, the country, the city and the event website. When a user accesses the e-calendar layer of information, all above information is made available, simply by clicking on the appropriate e-calendar entry. Registration on the system is only required if users wish to add new events to the 2Bparks e-calendar.

- **Announcement** of 2BParks sourcebook and platform during a public event that took place in London, on January 8th, 2013 at the University of Greenwich. The event was one day mini conference (Desert restoration bites) which was organised as part of the EU funded COST Action ES1104 'Arid Lands Restoration and Combat of Desertification: Setting up a Drylands and Desert Restoration Hub'. The mini-conference constituted the first day of a three-day Workshop for Management Committee and Working Group members of COST Action ES1104, however the 1st day was open to the public. The following flyer was distributed to the participants.

2Bparks resource platform

now available online with 'map search'



E-CALENDAR



SOURCEBOOK



books, papers, journals, events online



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Programme co-funded by the
EUROPEAN UNION

www.2bparks.org

Scientific coordinator
evelopidou@geol.uoa.gr - evelopidou.geol.uoa.gr

The promotion of the e-calendar also included:

- Connection of e-calendar platform to all partners' websites
- Newsletters to research and academic community
- E-mails and letters to universities and research centres.



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2BPARKS NOTEBOOK ON SUSTAINABLE TOURISM

PART 2

2BPARKS JOINT MARKETING STRATEGY

APPENDIX 2. E-CATALOGUE OF ENVIRONMENTAL CLUSTERS MEMBERS





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Component 4:	Sustainable tourism and marketing joint strategy 2Bparks
Phase 4.1:	Sharing sustainable tourism patterns and a MED PA marketing joint strategy
Deliverable 4.1.2	2Bparks NOTEBOOK on Sustainable Tourism – Part 2 2BParks Joint Marketing Strategy APPENDIX 2. E-CATALOGUE OF ENVIRONMENTAL CLUSTERS MEMBERS

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Contributors:	Clusters Members		



REGIONE DEL VENETO



Provincia di Vercelli



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pg. 2

Programme Reference: 2G-ED09-03



CONTENTS – Appendix 2

2BPARKS E-CATALOGUE OF ENVIRONMENTAL CLUSTERS MEMBERS.....	6
1. INTRODUCTION.....	6
2. 2BPARKS CLUSTERS MEMBERS.....	10
Accadueo Feel River Valsesia.....	10
AEAL, Associação dos Empresários do Alentejo Litoral	11
Agriturismo Samarcanda	12
Albergo Italia	13
ANGA Vercelli.....	14
Anoi Restaurant	15
Aqua, Servizi Turistici e Ambientali	16
Argyrides Winery.....	17
ArheoVed	18
Assoc Pic'assiette	19
Association Aphyllante	20
Association CEBENNA	21
Association Concordia	22
Association Demain La Terre	23
Association Le Passe Murailles.....	24
Association Les Amis de Villeneuvevette.....	25
Association Manufacture des Paysages	26
Association Matorral.....	27
Association Mayane.....	28
Association Millefeuilles.....	29
Association Parsemila.....	30
Association Régionale d'Ecologie	31
Associazione Vercelli Guido	32
ATL Valsesia Vercelli.....	33
Borovnice Pristavec / Pristavec Blueberries	34



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Burgausado, Lda.....	35
Byzantino Restaurant.....	36
C.P.I.E Bassin de Thau.....	37
C.P.I.E Causses Méridionaux.....	38
C.P.I.E du Haut Languedoc.....	39
Casale Panayiotis (Elegant Boutique Hotel).....	40
Centro Ricerhe Atlantide.....	41
Chocolate Workshop.....	42
Coopere 34.....	43
Co.Se.Del.Po.....	44
DeltaPoolServices.....	45
Društvo za sožitje z naravo / Society for Cohabitation with Nature.....	46
Edelweis Hotel.....	47
Ekali Hotel.....	48
Ekološka kmetija Ceglar / Organic Farm Ceglar.....	49
Forest Park Hotel.....	50
G – Design Hotel.....	51
Gorazd Trček.....	52
Gostilna Bistra / Bistra restaurant.....	53
Gostilna Čot / Restaurant Čot.....	54
Hotel Vila Park.....	55
Hribi-Tec.....	56
Janez Skubic.....	57
Joaquim Ângelo & Cachadinha, SA.....	58
Kafkalias Traditional Meat Processing.....	59
Kmetija Košir / Košir Farm.....	60
Kmetija Ruskovi / Ruskovi Farm.....	61
La Marcanta.....	62
La Zanzara.....	63
Lambouri Winery.....	64



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Les Ecologistes de l'Euzière.....	65
Ligue de Protection des Oiseaux 34.....	66
Linos Winery	67
Locanda Ristorante Sette Mari.....	68
Loukoumia Phiniou.....	69
Marjan Kržič	70
Miratec Informática Lda.....	71
Mylos Hotel	72
Mylos Restaurant	73
Niki Agathocleous Sweets LTD	74
Psilo Dentro.....	75
Posestvo Jurečič / Jurečič estate.....	76
Posestvo Trnulja / Trnulja Estate	77
Rifugio Po di Maistra	78
Riseria Re Carlo.....	79
Rodon Hotel	80
Symposio Tavern	81
TD Barje / Barje Tourist Association	82
TD Borovnica / Borovnica Tourist Association.....	83
TD Fran Govekar IG / Fran Govekar IG Tourist Association.....	84
TOT d.o.o.....	85
Travaglini Giancarlo SA.....	86
Tsiakkas Winery	87
Valsesiain Operatori Turistici.....	88
Vasiliou Deli, Ltd.....	89
Venus Rose Cosmetics.....	90
Vlassides Winery Koilani	91
Zavod za ohranjanje kulturne in naravne dediščine / Institute for the Protection of Cultural Heritage.....	92



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2BPARKS E-CATALOGUE OF ENVIRONMENTAL CLUSTERS MEMBERS

1. INTRODUCTION

The 2BParks Environmental Clusters envisage to group enterprises and socio-economic operators which are committed to adopt sustainable business strategies, therefore contributing to the enhancement of the MED Protected Areas and to environmental protection and conservation at large. The **2BParks Clusters** label is therefore associated to sustainability, relating to the environmental performance of the operators.

What is a Sustainable Business?

The concept of “sustainable development” is widely accepted by the international community. It was described initially in the Brundtland Report, in 1987, as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Although the general concept is easy to understand, it has been criticized for being difficult to apply for more practical purposes within different sectors.

In the scope of 2BParks, the practical objective related to the implementation of Environmental Clusters is reducing harm to local environments, reducing negative impacts on natural and cultural heritage and maximising social and economic benefits to local communities, therefore contributing to overall sustainability.

For the purpose of clustering activities the following general criteria were adopted to define a sustainable business:

- Uses resources in a sustainable way (e.g. reducing consumption of water and energy, using renewable sources of energy);
- Minimises its negative impacts on the environment (e.g. minimising and recycling waste and waste waters);



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- Supports local economies (e.g. providing employment opportunities and sourcing goods and services locally);
- Involves local communities, customers and public in general, creating environmental awareness.

Which Benefits result from a Sustainable Business?

Adopting a sustainable business strategy will bring sound benefits and advantages to enterprises and other operators:

- **It contributes to effective cost reduction.** A good environmental performance results in effective cost reductions, providing higher efficiency of resource use and increased business feasibility.
- **It helps to differentiate from competitors.** Environmental and social issues are increasingly important to customer's decisions. To respond to these issues on the basis of a responsible approach will ensure differentiation from other competitors and will increase competitive capacity in the global market.
- **It helps to diversify and to improve products and services.** A sustainable strategy helps to gain in-sight into the business, providing the grounds to diversify and to improve quality of products and services, thus enabling companies to retain existing clients and reach new clients.
- **It provides a new angle for marketing and promotion.** Acting as a model of responsible and innovative business improves public visibility and overall perception of the company.
- **It creates dynamics for economic growth.** The effect of the above factors combined with the development of inter-relations with twining and complementary operators creates dynamics for economic growth in the Environmental Cluster, as a whole.

In short, ***a sustainable strategy will enhance the business image, will save money and will contribute to increase business opportunities and revenues.***



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Which are the general criteria applied to select 2BParks Clusters Members?

The businesses and other private institutions participating in the 2BParks Clusters are committed to adopt appropriate technologies and good practices to ensure an adequate environmental performance, notably for efficient resource use and minimisation of emissions of greenhouse gases (GHG), as well as minimisation of production and recycling of waste and waste waters, therefore contributing to reducing their environmental impacts, protecting biodiversity and tackling issues related to climate changes.

The operators should obviously respect the European, national and regional legislation related to environment, along with the regulations referring to economic and social issues set out by local, regional and national authorities.

Although Cluster Members are not expected to compulsory adopt formal environmental management systems, they should however implement the following **core steps**:

Declaration on Honour on Environmental and Social Policy

The **Antonio Rossi** is committed to protect, conserve and restore the natural environment for the benefit of present and future generations. To fulfil this commitment we will endeavour to:

[2Bparks]

- Comply with all applicable environmental laws and regulations, as well as regulations referring to economic and social obligations;
- Manage our activities and services to operate more efficiently and profitably, using fewer resources and generating minimal greenhouse gases, waste and waste water;
- Improve environmental performance and reduce environmental impact of our activities;
- Create environmental awareness among our employees, customers, suppliers and the community at large.

This commitment has been communicated to all our employees and shall be made available to our customers, the public and other interested parties.

Authorised signatory legally representing the operator

Name _____ Position _____

Date _____ Signature _____

Declaration on Honour on Environmental and Social Policy for Cluster Members

Membership Certificate of 2BParks Environmental Clusters

This Certifies that **Antonio Rossi** is a registered Member of the 2BParks Environmental Clusters and is committed to protect, conserve and restore the natural environment for the benefit of present and future generations.

[2Bparks]

Signature on behalf of the Steering Committee of 2BParks

Membership Certificate of 2Bparks Environmental Cluster Members



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- Provide information on their environmental performance, to qualify as Members, submitting an Application Form;
- Sign an environmental business statement;
- Commit to disseminate information on good environmental practices and results obtained, to customers, suppliers and public in general, to create environmental awareness.

After the analysis of the application process, the operators accomplishing the established requirements are welcomed as Cluster Members and are entitled to a Membership Certificate.

Which is the content of the E-Catalogue of the 2BParks Clusters Members?

The **E-Catalogue of the 2BParks Environmental Clusters Members** presents a brief profile of each of the **83 Members** that had joined the Clusters, by the closing date of the project (June, 2013), in the territories participating in this specific activity. The members cover **five countries** (Italy, France, Slovenia, Cyprus and Portugal) and **six MED regions** – Veneto Region, Hérault Department, Province of Vercelli, Ljubljana Urban Region, Troodos Region and Alentejo Litoral (Coastal Alentejo).

The Cluster Members disclose diversified profiles and are related to different economic and socio-economic sectors, ranging from tourism activities (e.g. hotels, restaurants, tour operators), nature sports and agriculture production, to businesses associations, cultural associations and non-profit environmental NGOs.

This E-Catalogue was published in the scope of the 2BParks Joint Marketing Strategy, as a joint promotional tool, viewing to enhance the visibility of the responsible economic operators that actively contribute to preserve the MED natural heritage and to make the 2BParks territories sustainable tourism destinations.



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2. 2BPARKS CLUSTERS MEMBERS

Accadueo Feel River Valsesia

Date of admission as cluster member: **06/06/2013**

Business Activity: **River sports**

Postal Address: **Via Moro, 8- 28078 Romagnano Sesia, ITALY**

Website: **www.accadueo-sesia.it**

E-mail address: **accadueos@fiscali.it**

Name of contact person: **Simone Arienta**

Selected examples of good environmental practices:

The association has in place a series of devices to help reduce water and energy consumption, solid waste management, and responsible purchasing. They promote customer awareness on the importance of biodiversity protection through the organization of sport activities in close contact with nature: hiking, canyoning, rafting and hydro-speed.



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pg. 10

Programme Reference: 2G-ED09-03



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AEAL, Associação dos Empresários do Alentejo Litoral

Date of admission as cluster member: **12/06/2013**

Business Activity: **Non-profit business association**

Postal Address: **Centro Empresarial de Grândola, Fracção E, Incubadora de Empresas, 7570-341 Grândola, PORTUGAL**

Website: **www.aeal.pt**

E-mail address: **aeal.geral@aeal.pt**

Name of contact person: **Manuel Cachadinha**

Selected examples of good environmental practices:

AEAL provides long life learning actions focusing on environmental issues, addressing the local/regional enterprises, mostly SME, as well as the local/regional labour force.

The Association promoted an experimental action targeting agro-food SMEs, based on 10 pilot case-studies, each including the environmental assessment of one enterprise and the preparation of one tailored management plan for environmental sustainability.





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Agriturismo Samarcanda

Date of admission as cluster member: **07/06/2013**

Business Activity: **farm, agritourism, horse center**

Postal Address: **Cascina Villa Caccia, ITALY**

Website: -

E-mail address: **luigispagnolini@alice.it**

Name of contact person: **Luigi Spagnolini**

Selected examples of good environmental practices:

The farmhouse has in place the regular monitoring of resources management and has devices for the reduction of resource consumption. They promote awareness among the customers on the importance to save energy and water. Agriturismo Samarcanda makes use of recyclable containers and promotes recycling and waste collection. They also promote several environmental activities for children in their equestrian centre, aiming at creating a closer relationship of the children with the animals.





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Albergo Italia

Date of admission as cluster member: **07/06/2013**

Business Activity: Hotel - **Restaurant**

Postal Address: **Corso Roma, 6 – 13019 Varallo (VC), ITALY**

Website: **www.albergoitalia.net**

E-mail address: **info@albergoitalia.net**

Name of contact person: **Ornella Marchi**

Selected examples of good environmental practices:

The hotel adopted best practices in what concerns resource management. They have special devices for saving water, to increase energy efficiency and reduce waste. They promote environmental protection awareness and its impact in economic terms among the staff and the customers. The hotel also promotes local and regional food and focus on the products that are available in the different seasons and they use cleaning products with low environmental impact.





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ANGA Vercelli

Date of admission as cluster member: **07/06/2013**

Business Activity: **Young farmers association promoting sustainable agriculture**

Postal Address: **Piazza Zumaglini, 14 – 13100 Vercelli (VC), ITALY**

Website: **www.angavercelli.it**

E-mail address: **info@angavercelli.it**

Name of contact person: **Giovanni Bodo**

Selected examples of good environmental practices:

The association gathers up some young farmers of the Province of Vercelli engaged in the protection of the landscape and its biodiversity. They produced the only D.O.P. certified quality of rice, referred to as "DOP Baraggia". They promote awareness between farmers to the importance of sustainable practices of production and soil storage. They promote local production and organize the "Fair in the field", an agricultural event of national importance.



**ASSOCIAZIONE NAZIONALE
GIOVANI AGRICOLTORI
Vercelli - Biella**





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Anoi Restaurant

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Restaurant**

Postal Address: **37 Olympou Str., 4820 Platres, CYPRUS**

Website: -

E-mail address: -

Name of contact person: **Antonis Anastasiadis**

Selected examples of good environmental practices:

Among other practices the restaurant has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance, water saving devices in WC cisterns and low flush WCs biodegradable detergents in public areas. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoid buying products out of season or during periods when natural stocks are low and therefore prices are high.





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Aqua, Servizi Turistici e Ambientali

Date of admission as cluster member: **29/01/2013**

Business Activity: **Touristic and environmental services**

Postal Address: **Via Romea Comunale, 45019 Taglio di Po (RO), ITALY**

Website: **info@aqua-deltadelpo.com**

E-mail address: **www. aqua-deltadelpo.com**

Name of contact person: **Sandro Vidali**

Selected examples of good environmental practices:

The main good practices are about Environmental Education and Responsible Tourism.

"Aqua" was born from the desire of a group of local tourism and nature guides resident in the PO Delta and the nature park, with deep experience in the field of personal and environmental tourism. "Aqua" business is in tourism and environment in the Po Delta, with particular reference to the organization of tourist visits and teaching. Special focus is on environmental education with the schools of the municipalities of the Regional Park of the Po Delta. The love for the Delta, increasing the demand for new forms of tourism aiming at cultural, historical and environmental experiences, searching for traditions and tastes, leads to a new way of taking the trip: Responsible Tourism.





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Argyrides Winery

Date of admission as cluster member: **31/03/2013**

Business Activity: **Winery**

Postal Address: **Vasa Koilaniou, 3803 Limassol, CYPRUS**

Website: **www.vasawinery.com/**

E-mail address: **pargyrides@cytanet.com.cy**

Name of contact person: **Charalambos Argyrides**

Selected examples of good environmental practices:

Among other practices the company has invested in the efficient management of water, electricity and waste. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with local and regional products.





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ArheoVed

Date of admission as cluster member: **20/04/2013**

Business Activity: **Archaeological research**

Postal Address: **Kamnikarjeva 29, 1291 Škofljica, SLOVENIA**

Website: **www.bizi.si/PAVLA-PETERLE-UDOVIC-S-P/**

E-mail address: **arheoved@siol.net**

Name of contact person: Pavla Udovič

Selected examples of good environmental practices:

ArheoVed organises educational archaeological workshops in kindergartens, elementary and secondary schools, at municipal events, camps (e.g. the Pile dweller Camp, Pile dweller Day) and other occasions. They carry out archaeological field research.



ARHEOVED
raziskovanje in izobraževanje



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Assoc Pic'assiette

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for health and adoption of organic food**

Postal Address: **2 Rue de L'ancienne Mairie, 34270 Claret, FRANCE**

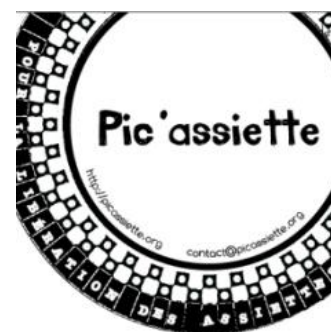
Website: **www.picassiette.org**

E-mail address: -

Name of contact person: **Françoise Viala**

Selected examples of good environmental practices:

The association develops promotion actions for the adoption of sustainable food and short distance supply, in the neighbourhood of consumers.





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Association Aphyllante

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for the promotion of the flora and fauna**

Postal Address: **La Garrigue, 34210 La Caunette, FRANCE**

Website: **<http://aphyllante.jimdo.com>**

E-mail address: **Aphyllanthe.environnement@yahoo.fr**

Name of contact person: **Pierre Martin**

Selected examples of good environmental practices:

Organization of workshops with the participation of unemployment people for the development of labour opportunities and social skills.





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Association CEBENNA

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for the promotion of environment**

Postal Address: **Avenue des Champs de Hort, 34390 Olargues, FRANCE**

Website: **www.cebenna.org**

E-mail address: **cebenna@cebenna.org**

Name of contact person: **Fabien Liagre**

Selected examples of good environmental practices:

Enhancement of natural areas and protection of the environment, in close partnership with universities and local authorities. Organization of indoor workshops and exhibitions in the centre, located in Olargues.





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Association Concordia

Date of admission as cluster member: **12/02/2013**

Business Activity: **Organisation of outings. Awareness raising on environmental issues**

Postal Address: **24 Cours Jean Jaures, 34120 Pezenas, FRANCE**

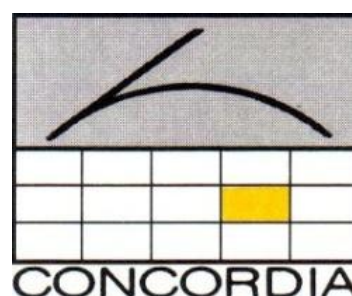
Website: **www.concordia-association.org/**

E-mail address: -

Name of contact person: **Michel Connan**

Selected examples of good environmental practices:

- Set up of an educational program for sustainable development, participation in fairs, etc.
- Organisation of outings and of international exchange trips for youth, relating to environmental themes.





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Association Demain La Terre

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for sustainable development**

Postal Address: **1 Rue Eglise des Cordeliers, 34150 Gignac, FRANCE**

Website: **<http://demainlaterre.fr>**

E-mail address: **accueil@demainlaterre.fr**

Name of contact person: **Benit Piquart**

Selected examples of good environmental practices:

Organisation of events for raising awareness about ecosystems, biotopes, landscape, outdoor sports,...





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Association Le Passe Murailles

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for the preservation of historical buildings**

Postal Address: **510 A, Avenue de Barcelone, "Le Jupiter", 34080 Montpellier, FRANCE**

Website: **www.lepassemuraille.org**

E-mail address: -

Name of contact person: **Rémy BOUTELOUP**

Selected examples of good environmental practices:

The association organises workshop and field activities related to the restoration of ancient building (castles, churches etc.)





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Association Les Amis de Villeneuve

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for the cultural and historical promotion of the village of Villeneuve**

Postal Address: **11, Grand Rue, 34800 Villeneuve, FRANCE**

Website: **www.les-amis-de-villeneuve.fr**

E-mail address: **admin@les-amis-de-villeneuve.fr**

Name of contact person: **Thierry Aragon**



Selected examples of good environmental practices:

The association is involved in the preservation of the cultural heritage of the royal fabric industry stemming from the 17th century. They preserve and promote the old building and the water canal network providing the ancient factory.



Building before renovation



Building after renovation...



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Association Manufacture des Paysages

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association dedicated to the preservation of landscapes**

Postal Address: **Village des Arts et Métiers, 34800 Octon, FRANCE**

Website: **www.lamanufacturedespaysages.org**

E-mail address: **lamanufacture-octon@wanadoo.fr**

Name of contact person: **Bernard Kohn**

Selected examples of good environmental practices:

Promotion of local governance in favour of an alternative set of mind about architecture, urbanism and landscape, addressed to planners, experts, youth and citizens in general.





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Association Matorral

Date of admission as cluster member: **12/02/2013**

Business Activity: **Promotion of grasslands**

Postal Address: **510A, Avenue de Barcelone, "Le Jupiter", 34080 Montpellier, FRANCE**

Website: **<http://eedd.fr/acteur/association-matorral-Philippe-Martin>**

E-mail address: **matorral.france@yahoo.fr**

Name of contact person: **Plancheron**

Selected examples of good environmental practices:

Organization of outings for the promotion of fauna, flora, landscapes. Philippe Martin is a specialist in photography and environmentalist.





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Association Mayane

Date of admission as cluster member: **12/02/2013**

Business Activity: **Training and raising awareness on environmental issues**

Postal Address: **173 Chemin de Fescau, 34980 Monferrier/Lez, FRANCE**

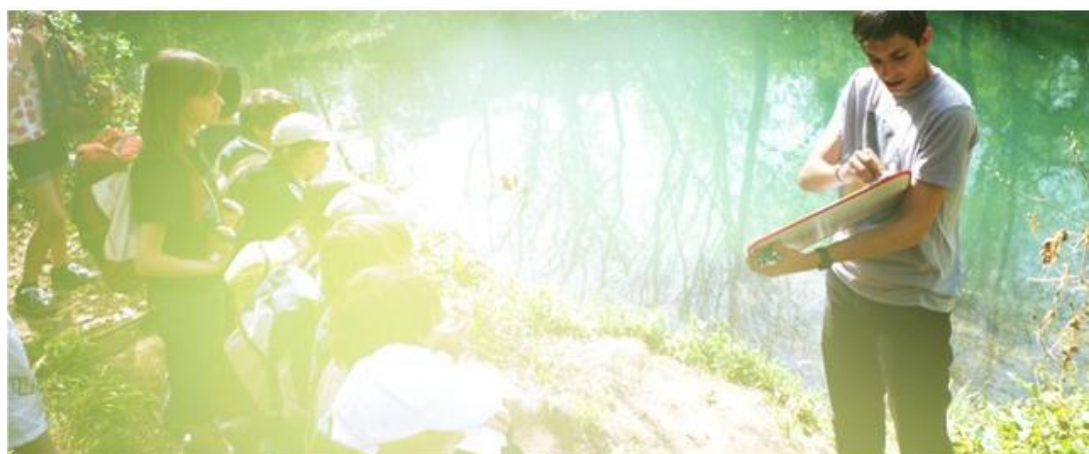
Website: **www.mayane-association.org/**

E-mail address: **contact@mayane-association.org**

Name of contact person: **Michel Desbordes**

Selected examples of good environmental practices:

Building of training programs and raising awareness about flood prevention. The actions are particularly devoted to preserving the population from floods.





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Association Millefeuilles

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit environmental association**

Postal Address: **370 Chemin du Mas de Matour, 34790 Grabels, FRANCE**

Website: **www.millefeuilles.fr**

E-mail address: **asso.millefeuilles@wanadoo.fr**

Name of contact person: **Fabien Bringuier**

Selected examples of good environmental practices:

Workshops on themes related with fauna, flora and ecosystems





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Association Parsemila

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association promoting awareness on landscape and ecosystems.**

Postal Address: **Village des Arts Hameau de Ricazouls, 34801 Octon, FRANCE**

Website: **www.parsemila.org**

E-mail address: **contact@parsemila.org**

Name of contact person: **Emmanuel Guyot**

Selected examples of good environmental practices:

The Association provides basic information on ecology for local development and environmental challenges. They promote also activities to develop creativity, improvement of senses and imagination amongst participants.





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Association Régionale d'Ecologie

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association for the protection of environment**

Postal Address: **Maison de la Vie Associative, 15 Rue Général Margueritte, BP 65, 34500 Beziers, FRANCE**

Website: **<http://arebeziers.canalblog.com>**

E-mail address: **are.piemontbiterrois@gmail.com**

Name of contact person: **Edith Forestier**

Selected examples of good environmental practices:

ARE promotes environmental knowledge amongst young children, in schools or on the field actions.





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Associazione Vercelli Guido

Date of admission as cluster member: **07/06/2013**

Business Activity: **Guided tours in the Province of Vercelli**

Postal Address: **Via Battisti, 1 – Albano Verellese (VC), ITALY**

Website: **www.vcguido.it**

E-mail address: **info@vcguido@libero.it**

Name of contact person: **Luca Sorvillo**

Selected examples of good environmental practices:

The association bases its activities on the promotion of sustainable mobility to visit the natural highlights of the Province. They encourage the use of public transportation, as well as biking or hiking, and they organize special tours to the natural surroundings. They promote sport as an opportunity to experience what this area has to offer.





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ATL Valsesia Vercelli

Date of admission as cluster member: **07/06/2013**

Business Activity: **Local promotion agency**

Postal Address: **Corso Roma, 38 – 13019 Varallo (VC), ITALY**

Website: **www.atlvalsesiavercelli.it**

E-mail address: **info@atlvalsesiavercelli.it**

Name of contact person: **Paolo Menotti**

Selected examples of good environmental practices:

ATL Valsesia Vercelli is the most famous tourism promotion agency of the Province of Vercelli. In the three offices located in Varallo, Vercelli and Alagna they promote recycling, reuse, differentiation and storage of hazardous waste. They are in charge of producing tourist information and reception and they promote sustainable mobility through the identification of thematic paths and pedestrian trails.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Borovnice Pristavec / Pristavec Blueberries

Date of admission as cluster member: **20/04/2013**

Business Activity: **Growing and selling blueberries**

Postal Address: **Pot v Jele 8, 1353 Borovnica, SLOVENIA**

Website: **www.borovnica.si/?m=pages&id=177**

E-mail address: **Jernej.Pristavec@likopris.si**

Name of contact person: **Jernej Pristavec**

Selected examples of good environmental practices:

They grow and sell delicious blueberries grown locally in Ljubljansko barje. In the summer months, they offer blueberry tastings at the plantation in the vicinity of the Bistra Castle and the Technical Museum of Slovenia. You can also order home delivery of the freshly picked fruit anywhere in Ljubljana. They also offer advice on how to care for and grow blueberries so people can grow a healthy addition to ice creams and deserts in their own garden.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Burgausado, Lda.

Date of admission as cluster member: **12/06/2013**

Business Activity: **Rice production and agro-tourism**

Postal Address: **Rua Padre Barnabé Afonso Barradas, nº 12, 7570-188 Grândola, PORTUGAL**

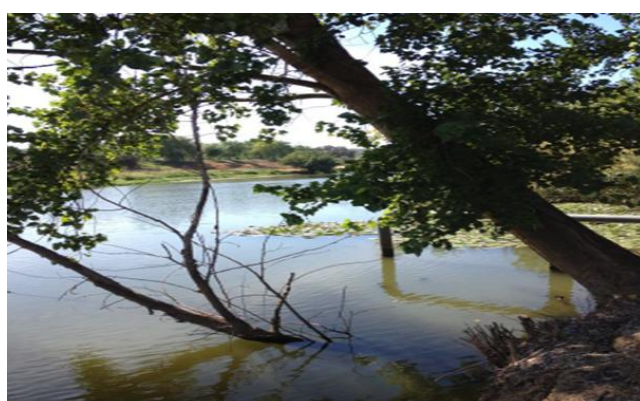
Website: -

E-mail address: **burgausado@gmail.com**

Name of contact person: **Manuel Cachadinha**

Selected examples of good environmental practices:

The company produces environmentally certified high quality rice, in an area of about 80 hectares, minimising consumption of fertilisers and providing solutions for follow up of product security and for traceability. Taking advantage of the location of the farm, near a beautiful river, Burgausado is now implementing a small agro-tourism hotel, offering facilities for experimental agriculture activities for guests, as well as nature interpretation events and nature sports. The company produces energy from renewable sources (photovoltaic panels) for own consumption, therefore contributing to reduce carbon emissions.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Byzantino Restaurant

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Restaurant**

Postal Address: **Markou Drakou 80, 2862 Kalopanayiotis, CYPRUS**

Website: **www.casalepanayiotis.com/**

E-mail address: **plazarou@casalepanayiotis.com**

Name of contact person: **John Papadouris**

Selected examples of good environmental practices:

Kalopanayiotis and other villages in the area in the early 20th century used to be very popular during the summer time. With the development of the seaside tourism, after independence in 1960, the mountainous tourism areas gradually lost their appeal and customers. The Casale Panayiotis is an internationally known project that aims to revitalize an entire village through tourist development. Among other practices the restaurant has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The restaurant practices responsible purchasing with local and regional food products and avoids buying products out of season or during periods when natural stocks are low and therefore prices are high. They are very active in promoting the area and their brand of services.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

C.P.I.E Bassin de Thau

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association, centre for the promotion of environmental initiatives**

Postal Address: **Parc Technologique et Environnemental, Route des Salins, 34140 Meze, FRANCE**

Website: **www.cpiebassindethau.fr**

E-mail address: **contact@cpiebassindethau.fr**

Name of contact person: **Emilie Varraud**

Selected examples of good environmental practices:

On the Basin of Thau (local lagoon) participation in the debate for the urban master plan, integrating Agenda 21 in the frame of a large local consultation



BASSIN DE THAU



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

C.P.I.E Causses Méridionaux

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association, centre for the promotion of environmental initiatives**

Postal Address: **34 Route de St Pierre 34520 Le Caylar, FRANCE**

Website: **www.cpie-causses.fr**

E-mail address: **cpie.causses@gmail.com**

Name of contact person: **Valérie Bousquel**

Selected examples of good environmental practices:

Survey organised in 2000-2003 under the direction of the General Council of Hérault to carry a GPS of natural areas and biodiversity on the territories.

Environmental surveys on biodiversity in the frame of Natura 2000 sites located on limestone lands (causses).





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

C.P.I.E du Haut Languedoc

Date of admission as cluster member: **12/02/2013**

Business Activity: **Non-profit association, centre for the promotion of environmental initiatives**

Postal Address: **Les Bouldouïres, 34330 La Salvetat Sur Agout, FRANCE**

Website: **www.cpiehl.org**

E-mail address: **contact@cpiehl.org**

Name of contact person: -

Selected examples of good environmental practices:

Survey on biodiversity and management of the territory, in partnership with local stakeholders.

Preparation of a GPS to ease the planning management, taking into account the different needs and requirements of the actors in urbanism, outdoor sport activities, infrastructures, etc..





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Casale Panayiotis (Elegant Boutique Hotel)

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **Markou Drakou 80, 2862 Kalopanayiotis, CYPRUS**

Website **www.casalepanayiotis.com/**

E-mail address: **plazarou@casalepanayiotis.com**

Name of contact person: **John Papadouris**

Selected examples of good environmental practices:

Kalopanayiotis and other villages in the area in the early 20th Century used to be very popular during the summer time. With the development of the seaside tourism, after independence in 1960, the mountainous tourism areas gradually lost their appeal and customers. The Casale Panayiotis is an internationally known project that aims to revitalize an entire village through tourist development. Among other practices the Hotel has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices in WC cisterns. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of energy efficient lamps and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The hotel has septic tanks for waste water and a community based system manages the solid wastes.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Centro Ricerche Atlantide

Date of admission as cluster member: **07/06/2013**

Business Activity: **Environmental education**

Postal Address: **Viale Garibaldi, 29 – 13100 Vercelli (VC), ITALY**

Website: **cravercelli.webnode.it**

E-mail address: **centroatlantide@yahoo.it**

Name of contact person: **Alessandro Zonari**

Selected examples of good environmental practices:

The association manages the environmental educational activities in the Park of Sesia Lama. Their mission is to spread the word on the importance of environmental protection. Every year they conduct around fifty classes along the Park and they organize a series of events / workshops, called Spring Fragments and Autumn Fragments, meant to make the local population (both adults and children) feel closer to the Park. Around 300 people attend the events.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Chocolate Workshop

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Traditional Products**

Postal Address: **29 Archbishop Makarios Avenue. 4820 Platres, CYPRUS**

Website: **www.cypruschocolate.com/**

E-mail address: **oceanestates@cytanet.com.cy**

Name of contact person: **John Adams**

Selected examples of good environmental practices:

The Chocolate Workshop is a unique project in Cyprus, producing excellent chocolate products in an island that is not known for chocolate. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The owners of the company are very active in community affairs. The company promotes the efficient use of water through regular monitoring of water consumption, Preventive maintenance, water saving devices and low flush WCs biodegradable detergents in public areas. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoid buying products out of season.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Coopere 34

Date of admission as cluster member: **12/02/2013**

Business Activity: **Networking in green activities, in particular with local non-profit associations**

Postal Address: **18 Rue des Hospices, 34090 Montpellier, FRANCE**

Website: **www.coopere34.org**

E-mail address: **com@coopere34.org (Isabelle Chung)**

Name of contact person: **Raphaëlle Ghoul**

Selected examples of good environmental practices:

Organisation of events and raising awareness on environmental issues. Environmental networking.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Co.Se.Del.Po

Date of admission as cluster member: **29/01/2013**

Business Activity: **Environmental Guided Tours**

Postal Address: **Via Aldo Moro 3, 45012 Ariano nel Polesine (RO), ITALY**

Website: **cosedelpo@libero.it**

E-mail address: **info@deltapoolservice.it**

Name of contact person: **Francesco Belframe**

Selected examples of good environmental practices:

The main good practices are related to environmental tourism.

"Co.Se.Del.Po – La Cooperativa del Parco" provides travel services primarily relating to the visitation of the Po Delta and the management of the Park Visitor Centres. The organization was born at the end of 2002, upon the initiative of the founding members, joining experience and expertise in the field of tourism, environment and education, and also with the support of Veneto Regional Park of the Po Delta which has been without interruption since their constitution. Most Co.se.Del.Po members are qualified Nature Guides and Tour Guides, offering tours and educational "on the ground" workshops for schools.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

DeltaPoolServices

Date of admission as cluster member: **29/01/2013**

Business Activity: **Touring operator, event organization, catering, translation, transfers**

Postal Address: **Via Matteotti 40, 45012 Ariano nel Polesine (RO), ITALY**

Website: **www.venetodeltapo.it**

E-mail address: **info@deltapoolservice.it**

Name of contact person: **Fabio Biolcati**

Selected examples of good environmental practices:

The main good practices are related to Local Resources and Environmental Education.

The Consorzio DeltaPOolService was created by a group of companies operating in the area of the Po Delta Park, to provide customers with the most comprehensive and satisfactory service regarding local resources. The Consorzio stands out as an organized structure able to promptly identify the best offer from a choice of local companies that operate in the catering, hotel and transport industries, as well as in other related domains.

The strength of the Consorzio lies in the thorough knowledge of the entire area, its historical and natural treasures, and on the wide range of services offered. "This comprehensive view enables us to diversify our tourist offer with a full range of targeted contents and services".





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Društvo za sožitje z naravo / Society for Cohabitation with Nature

Date of admission as cluster member: **20/04/2013**

Business Activity: **Production of organic vegetables**

Postal Address: **Lipe 20, 1000 Ljubljana, SLOVENIA**

Website: **www.bizi.si/DRUSTVO-ZA-SOZITJE-Z-NARAVO/**

E-mail address: **anica.ilar@gmail.com**

Name of contact person: **Ana Ilar**

Selected examples of good environmental practices:

Growing organic seasonal vegetables, fresh herbs, teas. They also cultivate plants that grow in nature (dandelion, hops, wild garlic, nettles ...) and offer an optional tour identifying herbs during the visit to the herb garden, as well as workshops.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Edelweis Hotel

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **53 Spyrou Kyprianou, 4820 Pano Platres, CYPRUS**

Website: **www.edelweishotel.com**

E-mail address: **Edelweis@cytanet.com.cy**

Name of contact person: **George Papas**

Selected examples of good environmental practices:



Among other practices the Edelweis Hotel has invested heavily in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information

addressed to both staff and customers on these issues. The hotel promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water.

The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoids buying products out of season or during periods when natural stocks are low and therefore prices are high.



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Ekali Hotel

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **22 Georgios Grivas Digenis Str., 2800 Kakopetria, CYPRUS**

Website: **www.ekali-hotel.com**

E-mail address: **info@ekali-hotel.com**

Name of contact person: Andros Evagorou

Selected examples of good environmental practices:

The Ekali Hotel is a well-known and established hotel in the area. Among other practices the Hotel has invested heavily in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of



energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and

avoids buying products out of season or during periods when natural stocks are low and therefore prices are high. The organization is always available to participate in environmental collective actions such as clean up campaigns and campaigns to explore and protect the environment and programs that promote walking and cycling.



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Ekološka kmetija Ceglar / Organic Farm Ceglar

Date of admission as cluster member: **20/04/2013**

Business Activity: **Organic farming**

Postal Address: **Cesta na polju 7, 1360 Vrhnika, SLOVENIA**

Website:

www.kupujmodomace.si/kupdom/ponudnik.jsp?PONUDNIK=355&sort=opis_kratek&dir=asc

E-mail address: **eko.ceglar@gmail.com**

Name of contact person: **Miha Knaflič**

Selected examples of good environmental practices:

Ekološka kmetija Ceglar grows organic plants for food. They are specialised in soy and soy products, buckwheat green tea, red peppers, beans and other seasonal vegetables.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Forest Park Hotel

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **62 Spyrou Kyprinanou Str., 4820 Pano Platres, CYPRUS**

Website: **www.forestparkhotel.com.cy/**

E-mail address: **forest@cytanet.com.cy**

Name of contact person: **Heraklis Skyrianides**

Selected examples of good environmental practices:

The Forest Park is a well-known and established hotel in the area and the management is very much committed to environmental issues and the organisation is environmentally certified (ISO 14001). Among other practices the Forest Park has invested heavily in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.



The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance water saving devices, water saving devices in WC cisterns and low flush WCs biodegradable detergents

in public areas. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact and buys local and regional food products.



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

G – Design Hotel

Date of admission as cluster member: **20/04/2013**

Business Activity: **Hotel**

Postal Address: **Tržaška cesta 330, 1000 Ljubljana, SLOVENIA**

Website: **www.gdesignhotel.si/**

E-mail address: **info@gdesignhotel.si**

Name of contact person: **Rok Kanc**

Selected examples of good environmental practices:

The hotel underwent a complete renovation about six months ago. It boasts an excellent location, a mere 5 minutes from the centre of Ljubljana, near the freeway exit. The guests can choose between 22 state of the art rooms, distinguished by their design, modern technology and environmental responsiveness.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Gorazd Trček

Date of admission as cluster member: **20/04/2013**

Business Activity: **Growing and selling blueberries**

Postal Address: **Prisojna pot 1, 1360 Vrhnika, SLOVENIA**

Website: -

E-mail address: **gorazd.trcek@gmail.com**

Name of contact person: **Gorazd Trček**

Selected examples of good environmental practices:

Gorazd Trček is one of the providers growing and selling American blueberries in the area of the Ljubljansko Barje Nature Park. Blueberries are available seasonally from June to September.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Gostilna Bistra / Bistra restaurant

Date of admission as cluster member: **20/04/2013**

Business Activity: **Restaurant**

Postal Address: **Bistra 2, 1353 Borovnica, SLOVENIA**

Website: **www.gostilna-bistra.com/**

E-mail address: **info@gostilna-bistra.com**

Name of contact person: **Janez Teme**

Selected examples of good environmental practices:

Gostilna Bistra offers daily meals and lunches and has a special seasonal offer for each time of the year. Let them spoil you with their excellent game, fresh trout with corn flour and all the other local specialties they will be happy to prepare for you.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Gostilna Čot / Restaurant Čot

Date of admission as cluster member: **20/04/2013**

Business Activity: **Restaurant**

Postal Address: **Kočevska cesta 140, 1291 Škofljica, SLOVENIA**

Website: **www.gostilna-cot.si/**

E-mail address: **franc.bovha@gmail.com**

Name of contact person: **Franc Bovha**

Selected examples of good environmental practices:

They offer light meals, lunches, various types of steak, vegetarian dishes, desserts, jam doughnuts, salads, fried or grilled chicken and liver (pork or veal), made from local products.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Hotel Vila Park

Date of admission as cluster member: **12/06/2013**

Business Activity: **Hotel**

Postal Address: **Avenida de Sines, Apartado 146, 7501-909 Vila Nova de Santo André, PORTUGAL**

Website: **www.vilapark.com**

E-mail address: **info@vilapark.com**

Name of contact person: **Avelino Sousa**



Selected examples of good environmental practices:

Vila Park implemented a certified environmental management system and is firmly committed to environmental sustainability. It is a member of the European Green Key Network and Eco-Hotel Network, as well as member of the International Ecotourism Society (TIES), being also engaged in a volunteer Free Carbon Programme. The hotel participates on a regular basis on environmental initiatives including the following projects or programmes: Rolhinhos (recycling of cork), Trees for the Future (120,719 trees planted so far), Earth Keepers, Adopt a Village Cool Car. It was awarded with several national and international prizes for environmental good practices. The hotel also installed a photovoltaic system, producing energy for own consumption, resulting in the reduction of 70.6 tonnes of carbon emissions, per year.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Hribi-Tec

Date of admission as cluster member: **20/04/2013**

Business Activity: **Renting of electric bikes**

Postal Address: **Ižanska cesta 151, Karlovško predmestje 1108 Ljubljana, SLOVENIA**

Website: **www.hribitec.com/si/**

E-mail address: **info@hribitec.com**

Name of contact person: **Aleš Hribšek**

Selected examples of good environmental practices:

Visitors coming to the Ljubljansko Barje Nature Park can take advantage of the excellent rent-an-electric bike. Hribi-Tec offers a wide variety of electric bicycles, providing low carbon tourist tours.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Janez Skubic

Date of admission as cluster member: **20/04/2013**

Business Activity: **Growing linen**

Postal Address: **Šmarska cesta 89, 1291 Škofljica, SLOVENIA**

Website: **www.ljubljanskobarje.si/aktualne-novice/obujanje-pozabljenih-kultur**

E-mail address: **ivanka.skubic@gmail.com**

Name of contact person: **Janez Skubic**

Selected examples of good environmental practices:

Janez Skubic is renowned for growing flax. He grows flax seeds, processes flax straw into hand-woven linen, makes hand-crafted items like decorative engraved birch panels, linen napkins and other items.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Joaquim Ângelo & Cachadinha, SA

Date of admission as cluster member: **12/06/2013**

Business Activity: **Tourism industry (hotels) and real estate promotion**

Postal Address: **Rua General Humberto Delgado, 29, 7570-263 Grândola, PORTUGAL**

Website: **Comporta Village** - <http://comportavillage.com/>

Comporta Residence - www.comportaresidence.com/pt/index.html

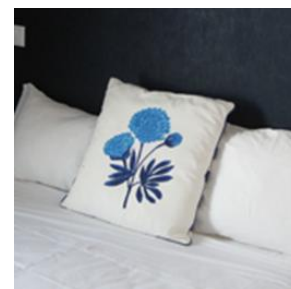
Verde & Mar - www.verdemar-comporta.com/index.htm

E-mail address: **comportavillage@mail.telepac.pt**

Name of contact person: **Manuel Cachadinha**

Selected examples of good environmental practices:

The company owns and manages 3 small hotels located in the Nature Reserve of the Estuary of the Sado River – Comporta Village, Comporta Residence and Verde & Mar. The hotels are managed according to sound principles of environmental sustainability, including the production and consumption of energy from renewable sources, solutions to reduce water and energy consumption, good practices on solid waste management and responsible purchasing.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Kafkalias Traditional Meat Processing

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Traditional Products**

Postal Address: **Kyriakos Apeitos 36, 4860 Agros, CYPRUS**

Website: **<http://kafkalialtd.tripod.com/index1.htm>**

E-mail address: **kafkalia@cytanet.com.cy**

Name of contact person: **Chrysostomos Kafkalias**

Selected examples of good environmental practices:

Kafkalias Traditional Meat Processing is a 2nd generation company in the area of traditional products. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The owners of the company are very active in community affairs. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoids buying products out of season or during periods when natural stocks are low and therefore prices are high.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Kmetija Košir / Košir Farm

Date of admission as cluster member: **20/04/2013**

Business Activity: **Organic farming**

Postal Address: **Zabočevo 10, 1353 Borovnica, SLOVENIA**

Website: **www.ekolaskar.com/**

E-mail address: **kosirvinko9@gmail.com**

Name of contact person: **Vinko Košir**

Selected examples of good environmental practices:

This organic farm provides meat, cereals and fruit. It is possible to stay in their two rooms with six beds.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Kmetija Ruskovi / Ruskovi Farm

Date of admission as cluster member: **20/04/2013**

Business Activity: **Eco farming**

Postal Address: **Klanec 13, 1291 Škofljica, SLOVENIA**

Website: **www.kmetija-ruskovi.netii.net**

E-mail address: **ruskovi@siol.net**

Name of contact person: **Marjan Čučkin**

Selected examples of good environmental practices:

Kmetija Ruskovi is an eco-farm, where you can spend the night in a hay barn; on Saturdays, they organize a market under the Ruskovi hayrack. They rent spaces for picnics or for organizing workshops.



Kmetija Ruskovi



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

La Marcanta

Date of admission as cluster member: **19/02/2013**

Business Activity: **Bed and Breakfast**

Postal Address: **Via Marcanta 34, 45010 Papozze (RO), ITALY**

Website: **info@lamarcanta.com**

E-mail address: **www.lamarcanta.com**

Name of contact person: **Anna Paola Braghin**

Selected examples of good environmental practices:

The main good practices are related to local and biological food (self-production products).

"No-car" holiday: at the Bed and Breakfast "La Marcanta" you can taste home prepared jams made with organic fruit, cake-cakes-biscuits, fresh bread, organic honey, fresh fruit, meats and cheeses, all of these of local production. The orchard offers delicious fruits in season and it has a beautiful playground for children. From breakfast to bedtime milk foods are offered with a special attention for kids, taking into account their tastes and their passions. In the courtyard there are small animals. Guests can decide to never touch their car as there is local transportation to the point mooring of vessels, to the train station, to sites of archaeological interest and natural beauty. Guests can also choose to start their visit directly on the bank of the Po River with the bicycles that are provided.



**Bed & Breakfast
LA MARCANTA**



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

La Zanzara

Date of admission as cluster member: **19/02/2013**

Business Activity: **Bed and Breakfast**

Postal Address: **Via Burchio 27, 45011 Bellombra, Adria (RO), ITALY**

Website: **serena@beblazanzara.it**

E-mail address: **www.beblazanzara.it**

Name of contact person: **Serena Bacchin**

Selected examples of good environmental practices:

The main good practices are about slow tourism (canoeing, horse riding, bike tours), also in collaboration with an environmental local associations (WWF) .

This B&B offers nature tours by bicycle (in collaboration with the World Wildlife Fund of the Province). The B&B also provides 2 canoes for tours in the river that is nearby the garden, the village of Bellombra being reached by the river. Guests can also enjoy canoeing tours with expert guides along the Po, arriving at some beaches of rare beauty. It is also possible to visit laboratories of beekeepers in the area and do horse riding in the farms.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Lambouri Winery

Date of admission as cluster member: **31/03/2013**

Business Activity: **Winery**

Postal Address: **Kato Platres Main Road, 4860 Platres, CYPRUS**

Website: **www.lambouri.com/**

E-mail address: **info@lambouri.com**

Name of contact person: **Roland Wig**

Selected examples of good environmental practices:

Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. Plares runs a community based system for the management of solid waste and the winery handles the recycling of waste water. The company practices responsible purchasing with local and regional products.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Les Ecologistes de l'Euzière

Date of admission as cluster member: **12/02/2013**

Business Activity: **Studies, analysis, edition on themes related to environmental issues.**

Organization of events and field visits, environmental training

Postal Address: **Domaine de Restinclières, 34730 Parde Le Lez, FRANCE**

Website: **www.euziere.org**

E-mail address: **accueil@euziere.org**

Name of contact person: **Jean-Paul Salasse**

Selected examples of good environmental practices:

The organisation is involved in the management of Natura 2000 sites and in the implementation of surveys and master plans for the management of protected areas.



JP Salasse, Director





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Ligue de Protection des Oiseaux 34

Date of admission as cluster member: **12/12/2013**

Business Activity: **Surveys, bird watching outings, environmental activities**

Postal Address: **474, Allée Henry II de Montmorency, 34000 Montpellier, FRANCE**

Website: **www.herault.lpo.fr**

E-mail address: **herault@lpo.fr**

Name of contact person: **Valérien Tabard**

Selected examples of good environmental practices:

Protection and research on birds and their ecosystems are the main fields of interest of this international well known organization.





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Linus Winery

Date of admission as cluster member: **31/03/2013**

Business Activity: **Winery**

Postal Address: **Linus Winery, P.O. Box 4760, Limassol, CYPRUS**

Website: **www.linuswinery.com/**

E-mail address: **linuswinery@cytanet.com.cy**

Name of contact person: **Hrodotos Constantinou**

Selected examples of good environmental practices:

Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with local and regional products.





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Locanda Ristorante Sette Mari

Date of admission as cluster member: **29/01/2013**

Business Activity: **Hotel and Restaurant**

Postal Address: **Via Pirandello 1, 45014 Porto Viro (RO), ITALY**

Website: **info@locandaristorante7mari.it**

E-mail address: **www.locandaristorante7mari.it**

Name of contact person: **Gianluca Fonsato**

Selected examples of good environmental practices:

The main good practices are about local and biological food and waste recycling.

The Locanda Ristorante 7 Mari offers typical local dishes based on fish or meat, carefully selecting the finest ingredients and offering personalized menus. From 60 to 90 seats are available to accommodate even the most important occasions. The whole structure is modern and technologically advanced for saving resources, energy, water. Six comfortable rooms are available, full-equipped, free WiFi included, modern designed. It is situated in Porto Viro, in the heart of the Po Delta, with a strategic position.





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Loukoumia Phiniou

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Traditional products**

Postal Address: **Agias Marinas 45, 4814 Phini, CYPRUS**

Website: **www.phinivillage.com/cgibin/hweb?-A=35&-V=loukoumia**

E-mail address: **info@phinivillage.com**

Name of contact person: **Ourania Pissouriou**

Selected examples of good environmental practices:

Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoids buying products out of season.





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Marjan Kržič

Date of admission as cluster member: **20/04/2013**

Business Activity: **Growing and selling American blueberries**

Postal Address: **Pako 31, 1353 Borovnica, SLOVENIA**

Website: **www.iftis.si/oseba/KRZIC-MARJAN?6317074**

E-mail address: -

Name of contact person: **Marjan Kržič**

Selected examples of good environmental practices:

Marjan Kržič grows and sells seasonal American blueberries from June to September.





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Miratec Informática Lda.

Date of admission as cluster member: **12/06/2013**

Business Activity: **Information and communication technologies, specialising in programming and managing of automation systems for cruise ships**

Postal Address: **Apartado 81, 7630-908 São Teotónio, PORTUGAL**

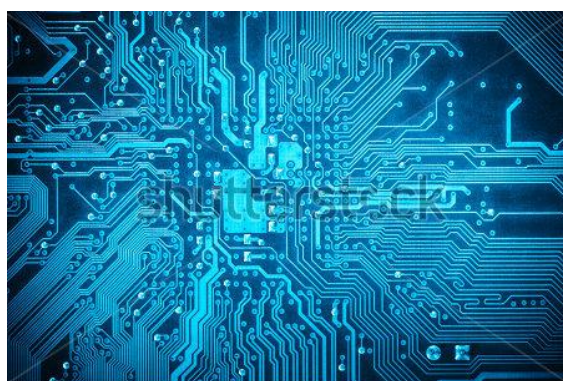
Website: -

E-mail address: **ingo@kolkmann.net**

Name of contact person: **Nancy Kolkmann**

Selected examples of good environmental practices:

The company adopts environmental sustainable practices, including recycling and reusing of materials and eco-efficient energy and water management systems.





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Mylos Hotel

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **8 Mylou Str. 2800 Kakopetria, CYPRUS**

Website: **www.cymillhotel.com**

E-mail address: **millhotel@yahoo.com**

Name of contact person: **Aris Aristeidou**

Selected examples of good environmental practices:

The Mylos Hotel in the old picturesque section of Kakopetria is a well-known hotel in the area, established a few years ago. Among other practices the Hotel has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices in WC cisterns. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. Kakopetria runs community based systems for the management of solid wastes and recycling waste water system.





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Mylos Restaurant

Date of admission as cluster member: **31/03/2013**

Business Activity: **Restaurant**

Postal Address: **8 Mylou Str. 2800 Kakopetria, CYPRUS**

Website: **www.cymillhotel.com**

E-mail address: **millhotel@yahoo.com**

Name of contact person: **Aris Aristeidou**

Selected examples of good environmental practices:

The Mylos Restaurant in the old picturesque section of Kakopetria is a well-known restaurant in the area, established a few years ago. Among other practices the restaurant has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company practices responsible purchasing with local and regional food products and avoids buying products out of season or during periods when natural stocks are low and therefore prices are high.





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Niki Agathocleous Sweets LTD

Date of admission as cluster member: **31/03/2013**

Business Activity: **Traditional Products**

Postal Address: **Triantafilou 5, 4860 Agros, CYPRUS**

Website: **www.nikisweets.com.cy/**

E-mail address: **info@nikisweets.com.cy**

Name of contact person: **Niki Agathocleous**



Selected examples of good environmental practices:

Nikis traditional sweet shop in Agros is an interesting project. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance, water saving devices and low flush WCs biodegradable detergents. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact. The fruits and other products they process come from the area and are collected during their season.



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pg. 74

Programme Reference: 2G-ED09-03



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Psilo Dentro

Date of admission as cluster member: **31/03/2013**

Business Activity: **Restaurant**

Postal Address: **13, Aedonion Str., 4820 Platres, CYPRUS**

Website: -

E-mail address: -

Name of contact person: **Elisabeth Broom**



Selected examples of good environmental practices:

Among other practices the restaurant has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices in WC cisterns and low flush WCs biodegradable detergents in public areas. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoid buying products out of season or during periods when natural stocks are low.





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Posestvo Jurečič / Jurečič estate

Date of admission as cluster member: **20/04/2013**

Business Activity: **Horseback riding**

Postal Address: **Lipe 15, 1000 Ljubljana, SLOVENIA**

Website: **www.konjenistvo-peterlin.si**

E-mail address: **konjenistvo.peterlin@gmail.com**

Name of contact person: **Simon Jurečič**

Selected examples of good environmental practices:

The farm offers all kinds of equestrian services (horse care, horse rides for all ages, riding school, competitive riding training, educational lectures, first contact with horses for kids). They organize events and train horses at the request of the client.





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Posestvo Trnulja / Trnulja Estate

Date of admission as cluster member: **20/04/2013**

Business Activity: **Organic farming**

Postal Address: **Črna vas 265, 1000 Ljubljana, SLOVENIA**

Website: **www.trnulja.com**

E-mail address: **info@trnulja.com**

Name of contact person: **Miha Pupis**

Selected examples of good environmental practices:

This is an organic agro-tourism farm with accommodation capabilities. It was recently renovated. They sell home-grown vegetables. There is a vending machine in front of the farm with products from Ljubljansko Barje: flour, liqueurs, oils, vinegars, spreads ...





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Rifugio Po di Maistra

Date of admission as cluster member: **29/01/2013**

Business Activity: **Accommodation, Restaurant, Bike Rental**

Postal Address: **via Don Aldo Spanio 3, 45010 Boccasette di Porto Tolle (RO), ITALY**

Website: **<http://www.rifugiopodimaistra.com/>**

E-mail address: **info@rifugiopodimaistra.com**

Name of contact person: **Sandro Vidali**

Selected examples of good environmental practices:

Good practices are based on local food products, accommodation and bike tours for groups. The restaurant of the Rifugio Po di Maistra offers local seafood, prepared with fresh products from the sea, lagoons and fishing valleys of the Po Delta. A service called "Bike-grill" is available for the guests, offering bicycle rental and mechanical assistance. All around the area there are many natural sites by the river, fishing ponds, lagoons and the natural beach of Boccasette. Several paths can be taken along the river banks and surrounded by the beautiful landscapes of the fish farms. Another option is to venture out in a canoe along the meandering river or shallow lagoons.





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Riseria Re Carlo

Date of admission as cluster member: **07/06/2013**

Business Activity: **Rice production and trade**

Postal Address: **Via Molino, 1 – Albano Verellese (VC), ITALY**

Website: -

E-mail address: **riseria.recarlo@gmail.com**

Name of contact person: **Piero Re**

Selected examples of good environmental practices:

The rice mill uses production methods with low environmental impact, but above all it promotes the local food. They created a group called "Friends of Panissa" through which they organize events in Piedmont and surrounding regions preparing and promoting the typical dish of the Vercelli country: the "Panissa". They also organize school trips to the rice mill.





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Rodon Hotel

Date of admission as cluster member: **31/03/2013**

Business Activity: **Hotel**

Postal Address: **1, Rodou Str., 4860 Agros, CYPRUS**

Website: **www.rodonhotel.com**

E-mail address: **info@rodonhotel.com**

Name of contact person: **Kostas Kosieftas**

Selected examples of good environmental practices:

The Rodon Hotel is another example of a community initiative in revitalizing a village. The management is very much committed to environmental issues and the organisation is environmentally certified (ISO 14001). Among other practices the hotel has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoids buying products out of season or during periods when natural stocks are low and therefore prices are high. The organization is always available to participate in environmental collective actions such as clean up campaigns and campaigns to explore and protect the environment and programs that promote walking and cycling.





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Symposio Tavern

Date of admission as cluster member: **31/03/2013**

Business Activity: **Restaurant**

Postal Address: **61 Prodromou Str. 4878 Pelendri, CYPRUS**

Website: -

E-mail address: -

Name of contact person: **Nikos Vasiliou**

Selected examples of good environmental practices:

Among other practices the restaurant has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance, water saving devices in WC cisterns and low flush WCs biodegradable detergents in public areas. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with cleaning materials with low environmental impact, with local and regional food products and avoid buying products out of season or during periods when natural stocks are low and therefore prices are high.



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pg. 81



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

TD Barje / Barje Tourist Association

Date of admission as cluster member: **20/04/2013**

Business Activity: **Tourism Association**

Postal Address: **Ižanska cesta 305, 1000 Ljubljana, SLOVENIA**

Website: **www.td-barje.si/**

E-mail address: **info@td-barje.si**

Name of contact person: **Maruška Markovčič**

Selected examples of good environmental practices:

TD Barje organises a large-scale event in the area of the Ljubljansko Barje Nature Park. The most widely-known is the Barjanska noč (Marsh Night) event. In May, they organize various hikes and treks and in October, they focus on the fall markets.





2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

TD Borovnica / Borovnica Tourist Association

Date of admission as cluster member: **20/04/2013**

Business Activity: **Tourism Association**

Postal Address: **Paplerjeva ulica 22, 1353 Borovnica, SLOVENIA**

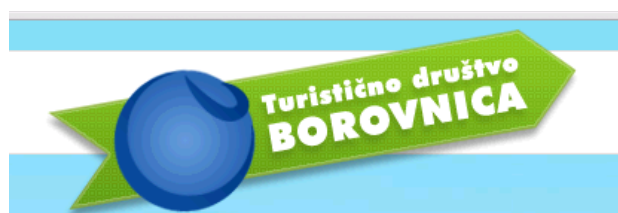
Website: **www.vborovnici.si/**

E-mail address: **td@borovnica.eu**

Name of contact person: **Jure Furlan**

Selected examples of good environmental practices:

TD Borovnica provides information on the tourist offer and events in Borovnica and the vicinity, with a focus on environmentally sustainable activities.





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TD Fran Govekar IG / Fran Govekar IG Tourist Association

Date of admission as cluster member: **20/04/2013**

Business Activity: **Tourism Association**

Postal Address: **Troštova ulica 5, 1292 Ig, SLOVENIA**

Website: **www.drustvo-frangovekar.si/**

E-mail address: **info@dfg.si**

Name of contact person: **Alenka Jeraj**

Selected examples of good environmental practices:

Supported by EU funds, they have created the Pile Dwellers from the Big Lake (*Koliščarji z velikega jezera*) permanent exhibition, open to individuals as well as organized groups. Each year, they organize the three-day Pile Dweller camp for children on the Ljubljana Marshes and the Pile Dweller Day event that attracts over 1000 visitors each year. They have prepared a play called Pile Dwellers from the Big Lake, dramatized and directed by Alenka Jeraj based on Janez Jalen's novel Beavers (*Bobri*). They also organize guided tours in Ig and the neighboring villages and the Ljubljana Marshes.





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TOT d.o.o

Date of admission as cluster member: **20/04/2013**

Business Activity: **Producing and selling eco-eggs**

Postal Address: **Črna vas 139, 1000 Ljubljana, SLOVENIA**

Website: **www.bizi.si/TOT-D-O-O-LJUBLJANA/aktualne-objave/**

E-mail address: **cvetka.bogovcic@gmail.com**

Name of contact person: **Cvetka Bogovič**

Selected examples of good environmental practices:

TOT d.o.o is an organic farm breeding layer chickens and selling organic eggs. This year, they will start also growing organic vegetables.





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Travaglini Giancarlo SA

Date of admission as cluster member: **07/06/2013**

Business Activity: **Vineyards and wine production**

Postal Address: **Via delle Vigne, 36 – 13045 Gattinara (VC), ITALY**

Website: **www.travaglinigattinara.it**

E-mail address: **info@travaglinigattinara.it**

Name of contact person: **Cinzia Travaglini**

Selected examples of good environmental practices:

The company produces energy through photovoltaic panels. The company controls the energy consumption on a permanent basis and uses devices for heat recovery. They promote recycling and use seasonal local products. They also produce high-quality local wine.





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Tsiakkas Winery

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Winery**

Postal Address: **2 George Sourris Str., 3027 Lemesos, CYPRUS**

Website: **<http://199.236.92.105/tsiakkas/>**

E-mail address: **tsiakkas@logos.cy.net**

Name of contact person: **Kostas Tsiakkas**

Selected examples of good environmental practices:

The Tsiakkas family has a long established tradition in wine making. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with local and regional products.





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Valsesiain Operatori Turistici

Date of admission as cluster member: **07/06/2013**

Business Activity: **Tour operator – Tourism booking office**

Postal Address: **Corso Roma, 78 – 13019 Varallo (VC), ITALY**

Website: **www.valsesiain.it**

E-mail address: **info@valsesiain.it**

Name of contact person: **Maria Rita Simonatti**

Selected examples of good environmental practices:

VALSESIain is a consortium of 90 tourist operators of the Sesia Valley, created to improve the local supply and compete more actively in the tourism market. VALSESIain promotes the restructuring and modernization of facilities, the accessibility of roads and is also involved in promoting touristic activities. VALSESIain ensures good resource management (water, energy, waste), and promotes the operators' awareness on the environmental quality of the structures and the importance of using of local products. They participate in public events to discuss sustainable tourism and alternative mobility. This consortium was involved in the projects "Sesia Valley 10 Routes to discover nature and legends", "Valsesia card, the culture of hospitality", "Alpàa 2007 - The Taste Place".





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Vasiliou Deli, Ltd

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Traditional products**

Postal Address: **34 Nikou Karasamani, 4870 Pelendri, CYPRUS**

Website: **[http://www.cyprusfoodndrinks.com/cgibin/hweb?-A=441&-
=ohcompany&_VCATEGORY=503005](http://www.cyprusfoodndrinks.com/cgibin/hweb?-A=441&-=ohcompany&_VCATEGORY=503005)**

E-mail address: **vasiliou.deli@cytanet.com.cy**

Name of contact person: **Klelia Vasiliou**

Selected examples of good environmental practices:

Vasiliou Deli is a long established company processing traditional meat products. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The owners of the company are very active in community affairs. The company promotes the efficient use of water through regular monitoring of water consumption, Preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing with local and regional products and avoids buying products out of season.





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Venus Rose Cosmetics

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Traditional Products**

Postal Address: **12, Rose Ave. , 4860 Agros, CYPRUS**

Website: **www.venus-rose.com/ and www.rose-tsolakis.com/**

E-mail address: **christso@avacom.net**

Name of contact person: **Christos Tsolakis**

Selected examples of good environmental practices:

The cultivation of roses and the processing of the petals to produce rose water and other products has a long tradition in Agros. This is a 2nd generation company that produces beyond the traditional products cosmetics based on roses. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues. The company promotes the efficient use of water through regular monitoring of water consumption, preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. The company practices responsible purchasing buying local and regional products.



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pg. 90



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

Vlassides Winery Koilani

Date of admission as cluster member: **31/03/ 2013**

Business Activity: **Vineyards and winery**

Postal Address: **Koilani, 4776 Limassol, CYPRUS**

Website: **www.vlassideswinery.com**

E-mail address: **mail@vlassideswinery.com**

Name of contact person: **Sofoklis Vlassides**

Selected examples of good environmental practices:

The company is one of pioneering new generation vineyards and wineries in Cyprus. Among other practices the company has invested in the efficient management of water, electricity and waste. The company is taking full advantage of government sponsored awareness-raising information addressed to both staff and customers on these issues.

The company promotes the efficient use of water through regular monitoring of water consumption, Preventive maintenance and water saving devices. The efficient use of energy is enforced through regular monitoring of energy consumption, the installation of double glazed windows, energy efficient lamps, and automatic devices to switch off lightning in unoccupied areas. Solar panels were installed to provide hot water. .

The company practices responsible purchasing with local and regional products.





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Zavod za ohranjanje kulturne in naravne dediščine / Institute for the Protection of Cultural Heritage

Date of admission as cluster member: **20/04/2013**

Business Activity: **Protection of Cultural Heritage**

Postal Address: **Ižanska cesta 303, SLOVENIA**

Website: **www.bizi.si/ZOLB/**

E-mail address: **info@zavod-zolb.s**

Name of contact person: **Jernej Korenčič**

Selected examples of good environmental practices:

The institute is responsible for maintaining the habitat conditions of the typical marshland plant and animal species. They raise awareness in the local community on practices that are friendly to the marsh landscape. They are the link between the inhabitants, non-government organizations, scientists, local and national politicians with the aim of preserving the natural and cultural landscape of the Ljubljana Marshes. They seek alternative possibilities to a social status in the landscape park's sustainable development.

ZOLB
ZAVOD ZA OHRANJANJE
NARAVNE IN KULTURNE DEDIŠČINE
LJUBLJANSKEGA BARJA