



La Garrotxa, Laurence Norah, Anxo Im

Nature-based Solutions & Ecological Footprinting

Biodiversity and Climate action for the tourism sector





Zagreb, 7 December 2022

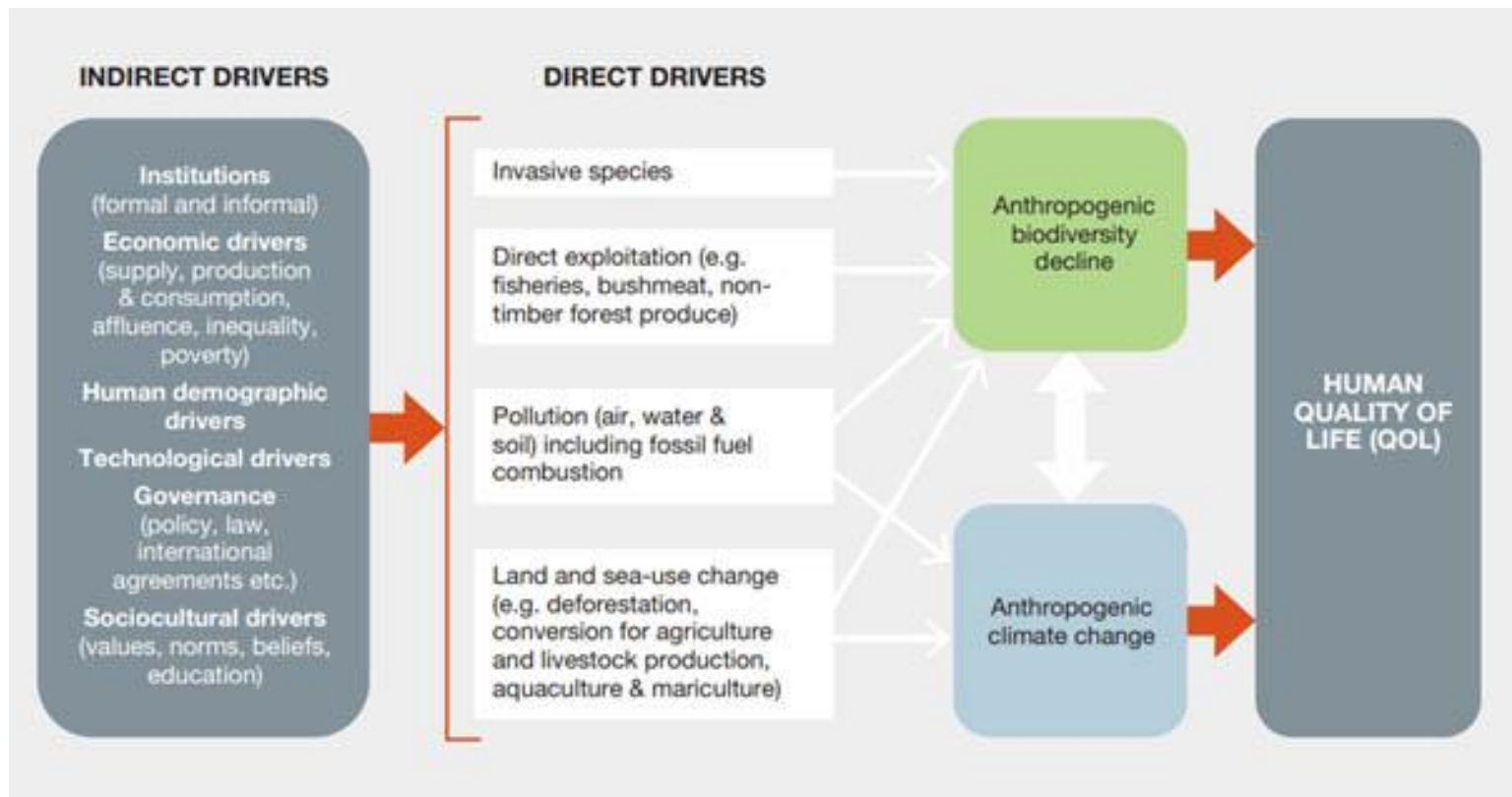
Arnau Teixidor Costa

IUCN Centre for Mediterranean Cooperation

A wide-angle photograph of a mountain landscape. In the foreground, there are dense evergreen forests on a hillside. In the middle ground, a valley with a river or lake is visible, surrounded by more forested hills. In the background, majestic mountains with snow-capped peaks rise against a blue sky with scattered white clouds. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the title text.

International Union for Conservation of Nature Solutions for Climate & Biodiversity

IPBES – IPCC: Tackle climate change and biodiversity together



Solutions in Destinations and Nature-based Solutions



INTERNATIONAL UNION FOR CONSERVATION OF NATURE

Nature-based Solutions

Nature-based Solutions have been defined as

“actions to protect, sustainably manage, and restore natural or modified ecosystems that address societal challenges effectively and adaptively, simultaneously providing human well-being and biodiversity benefits”

(IUCN, 2016)



NbS Standard provides measurable guidance on how to design a new NbS or verify something as being NbS. It can be used for self-verification but with a set of standardised metrics as measures.



INTERNATIONAL UNION FOR CONSERVATION OF NATURE



<https://portals.iucn.org/library/sites/library/files/documents/2020-020-En.pdf>

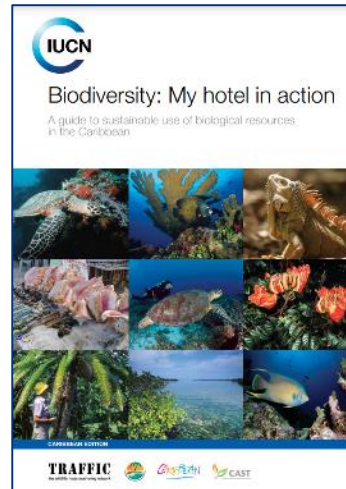
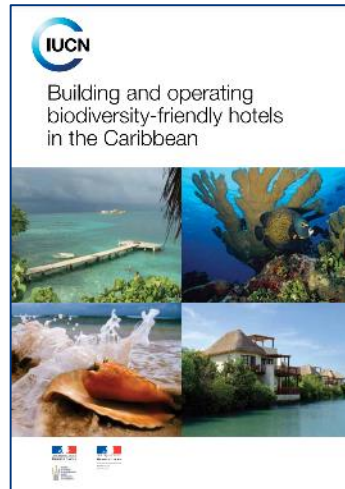
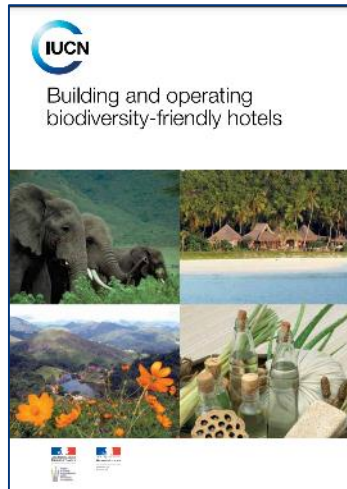
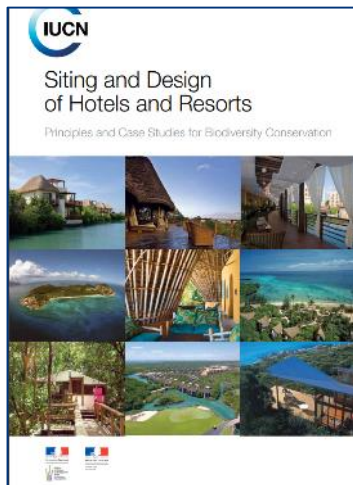
Biodiversity Solutions in Hotels



INTERNATIONAL UNION FOR CONSERVATION OF NATURE

Taking Action in Hotels

IUCN offers several tools for hotel developers, owners and managers working in different



INTERNATIONAL UNION FOR CONSERVATION OF NATURE

Solutions in Protected Areas via Ecotourism



INTERNATIONAL UNION FOR CONSERVATION OF NATURE

The MEET Network



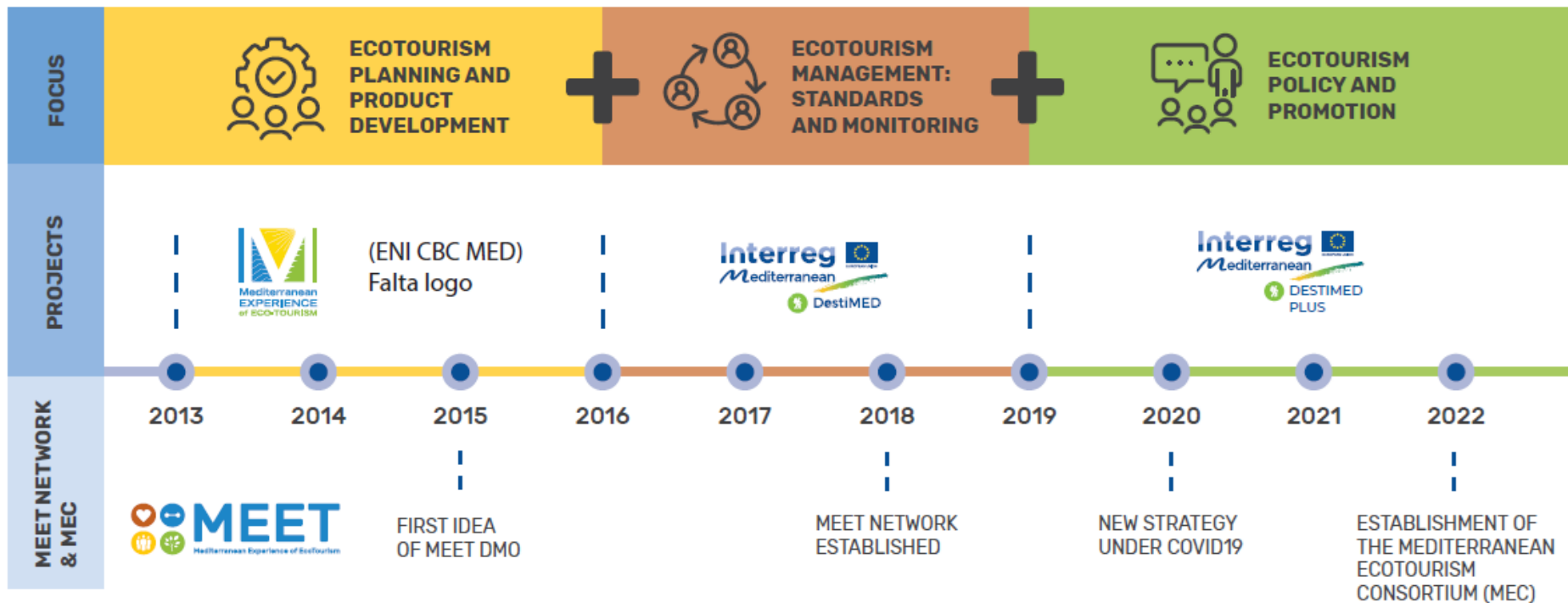
MEET Network



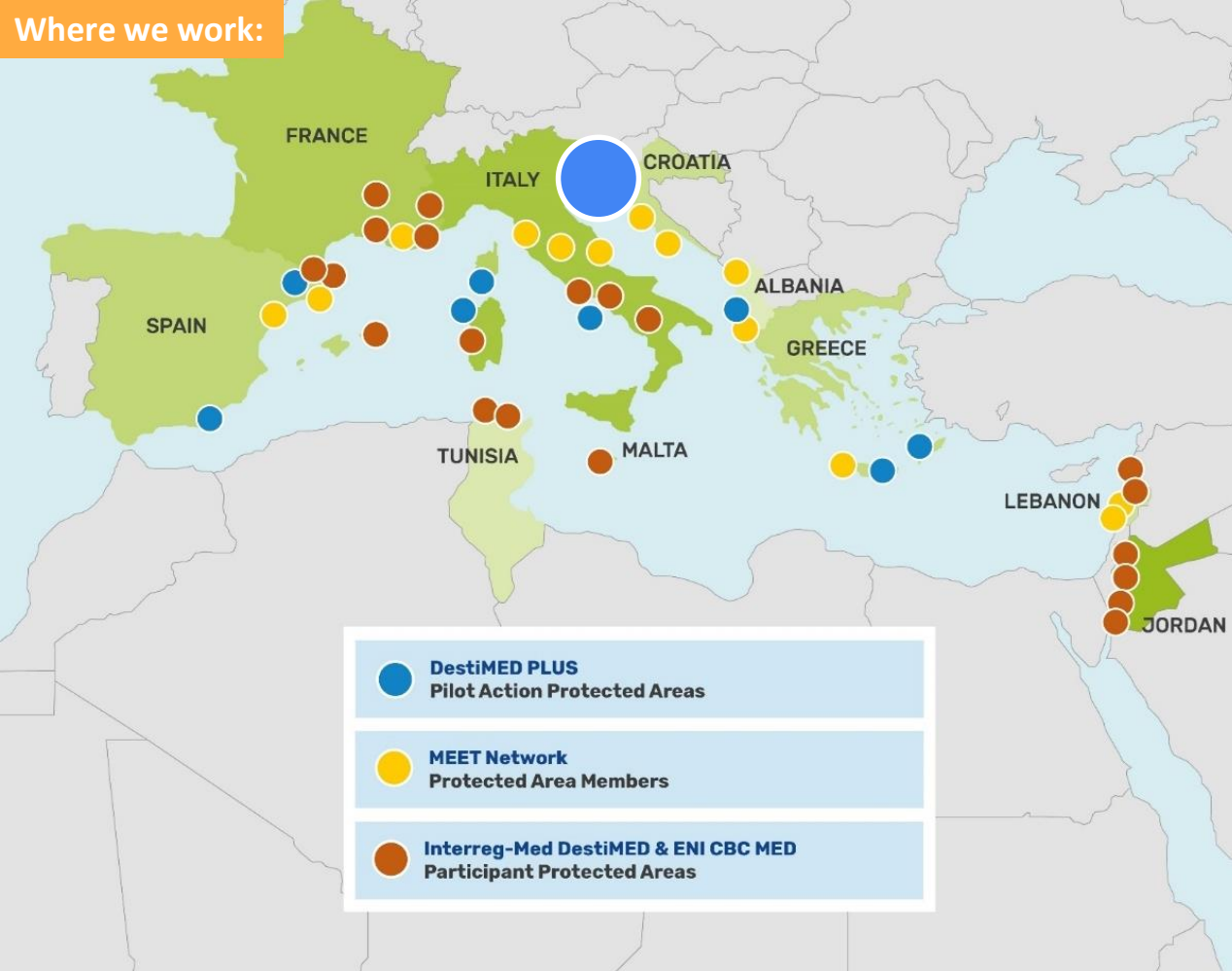
MEET is a **network of Mediterranean protected areas** working together to conserve the region's natural and cultural mosaic, while promoting a new model of ecotourism to the market through the development of **high-quality ecotourism products** and **innovative tools to manage their impacts**.



WHAT & WHEN – MEET Timeline



Where we work:



Putting parks in
the driving seat

CONSERVATION &
TOURISM

PUBLIC &
PRIVATE SECTOR
& COMMUNITIES

HOW – The MEET Model



KEY FEATURES OF THE MODEL

- ✓ The park and their communities are at the driving seat of ecotourism development
- ✓ Promotes cooperative tourism development between public and private sector (local & int.)
- ✓ Clear conservation and community benefits aligned with park goals
- ✓ Evidenced sustainability with impact measuring & monitoring

Standard, Tools and Monitoring

Building on work done in previous projects, DestiMED PLUS Project is developing an Ecotourism Standard for Protected Area Destinations to measure & monitor the tourism impacts!

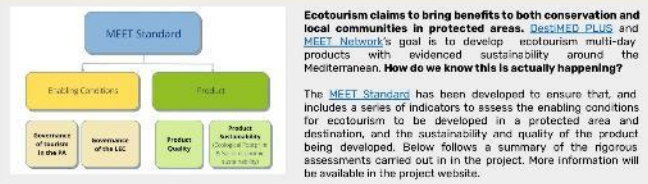
STANDARD MONITORING TOOLS:

- Ecological Footprint Calculator
- Questionnaires & Surveys

Key Project Output MONITORING PLATFORM

Representing all 5 components of the Ecotourism Standard





ENABLING CONDITIONS

TOURISM MANAGEMENT IN THE PROTECTED AREA

This assessment aims to understand if the protected area has appropriate tourism management mechanisms to ensure a low-impact and conservation-friendly design of the ecotourism offer, based on a simplification of the [IUCN Green List Global Standard](#) for Protected Areas.

CATEGORY	ASSESSMENT
1. Legal and regulatory conditions	The subcategory Legal designation (1.1), PA Management plan (1.2), Visitor-related regulations (1.3), Visitor Management plan (1.4), Active visitor management (1.5) and Visitor monitoring (1.6) show different levels of compliance, due to the fact of the Marine Protected Area being a Natura 2000 site outside of the national protected area system. This assessment helped identify this gap and the project is working with the destination on how the regulatory condition for tourism management could be assessed and improved in this case.
2. Ecotourism package and visitor use	<div> <div>Compliance with park rules</div> <div>Conservation compliance of package design</div> <div>Package content</div> <div>Visitor impact</div> </div>
3. Added values	<div> <div>LEC conservation activity</div> <div>Ideal</div> <div>Compliance</div> <div>Non-compliant situation</div> </div>

GOVERNANCE OF THE LOCAL ECOTOURISM CLUSTER

This assessment aims to measure if the protected area and the different tourism stakeholders in the cluster and destination operate under the main principles for good governance. It has been developed drawing on the [IUCN Best Practice Guidelines for the Governance of Protected Areas](#).

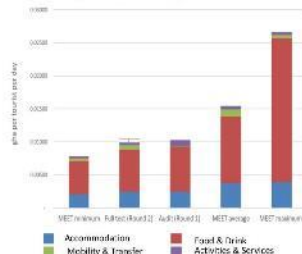
CATEGORY	ASSESSMENT
1. Legitimacy and Voice	<div> <div>Representation of stakeholders</div> <div>Diversity</div> <div>Standards</div> </div>
2. Direction	<div> <div>Strategy and action plan</div> <div>General alignment</div> </div>
3. Performance	<div> <div>Implementation, monitoring & learning</div> <div>Participatory product development</div> <div>Cooperation</div> <div>Policy and lobbying</div> </div>
4. Accountability	<div> <div>Communication and information</div> <div>Feedback</div> <div>Control</div> </div>
5. Fairness & Rights	<div> <div>Respect</div> <div>Fairness</div> <div>Legal alignment</div> </div>

PRODUCT SUSTAINABILITY

ECOLOGICAL FOOTPRINT OF THE PRODUCT SERVICES

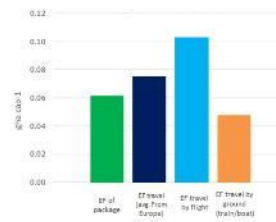
The [ecological footprint \(EF\)](#) assesses the human appropriation of the biosphere's capacity to provide renewable natural resources and key ecological services. To accurately measure the ecological footprint of a ecotourism package, the project is using a new methodology and the [EF Calculator](#), that collects data and calculates the footprint of the different package components: accommodation, food, mobility & activities. Carbon and water footprints have been also measured for some products and will be soon available as well.

Ecological Footprint of the package (gha per tourist per day)



The total ecological footprint of this package performs well, with a lower footprint than the MEET average, with Food & Drinks being the component with the highest footprint as in all packages. The footprint of the package decreased by 3% from the baseline done (round 1) versus the final assessment (round 2). The reason for the reduction lies in the food & drinks (-7%) category, where the quantity of food provided was cut in half, and in the activities & services (-53%).

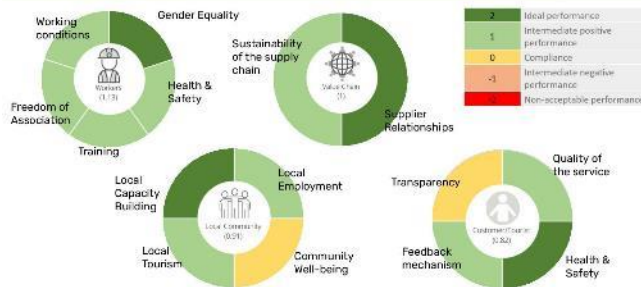
Ecological Footprint of travel to the destination from Europe (gha per tourist)



This graphic shows the average EF of travelling to Cress-Lošinj Marine Protected Area from an average European city, and the difference between air and ground travel. The EF of travelling to the destination is slightly higher than the EF of the actual package (1.22 times the per capita EF of the package). To this destination, the average EF of travelling by ground (train/boat) is 54% lower than the average EF of travelling by flight from Europe.

SOCIAL IMPACT ASSESSMENT OF THE PRODUCT SUPPLIERS

The socio-economic assessment aims to measure the social impact of the different suppliers and facilities on 15 social topics covering 4 stakeholder groups (workers, local communities, value chain and visitors). The methodology is based on a simplified version of the [Product Social Impact Assessment](#).



ASSESSMENT AGAINST THE MEET STANDARD

CRES-LOŠINJ MARINE PROTECTED AREA, CROATIA

















Ecotourism claims to bring benefits to both conservation and local communities in protected areas. [DestiMED PLUS](#) and [MEET Network](#)'s goal is to develop ecotourism multi-day products with evidenced sustainability around the Mediterranean. **How do we know this is actually happening?**

The [MEET Standard](#) has been developed to ensure that, and includes a series of indicators to assess the enabling conditions for ecotourism to be developed in a protected area and destination, and the sustainability and quality of the product being developed. Below follows a summary of the rigorous assessments carried out in the project. More information will be available in the project website.

ENABLING CONDITIONS
















TOURISM MANAGEMENT IN THE PROTECTED AREA

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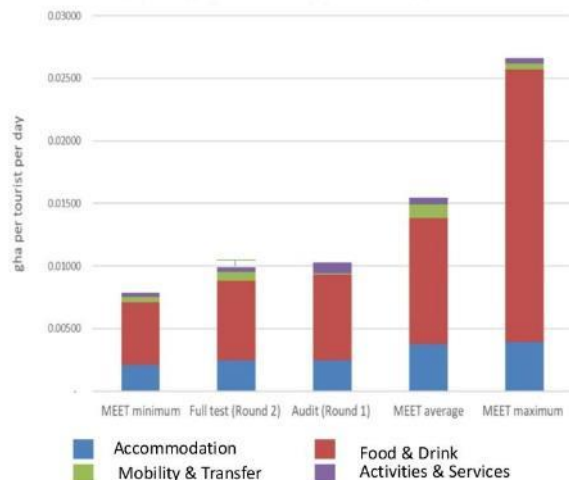
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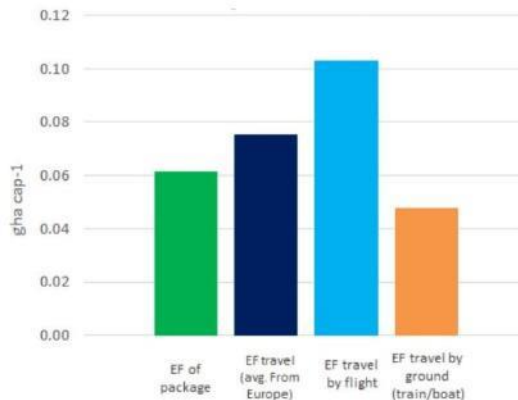
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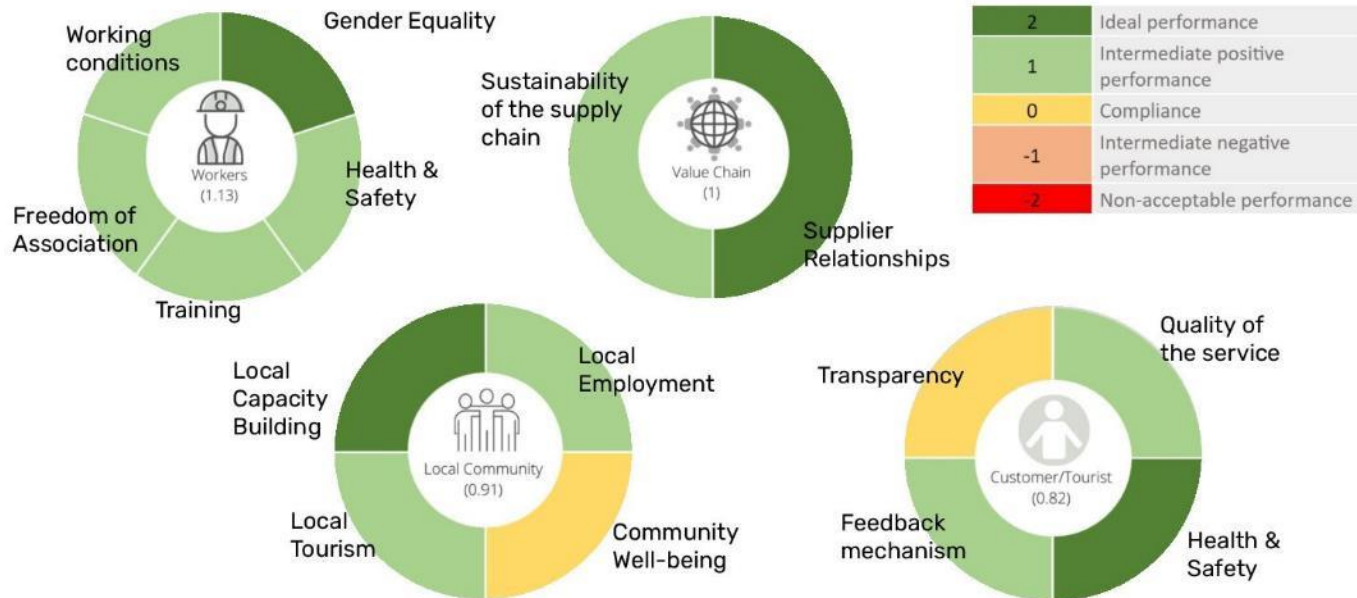
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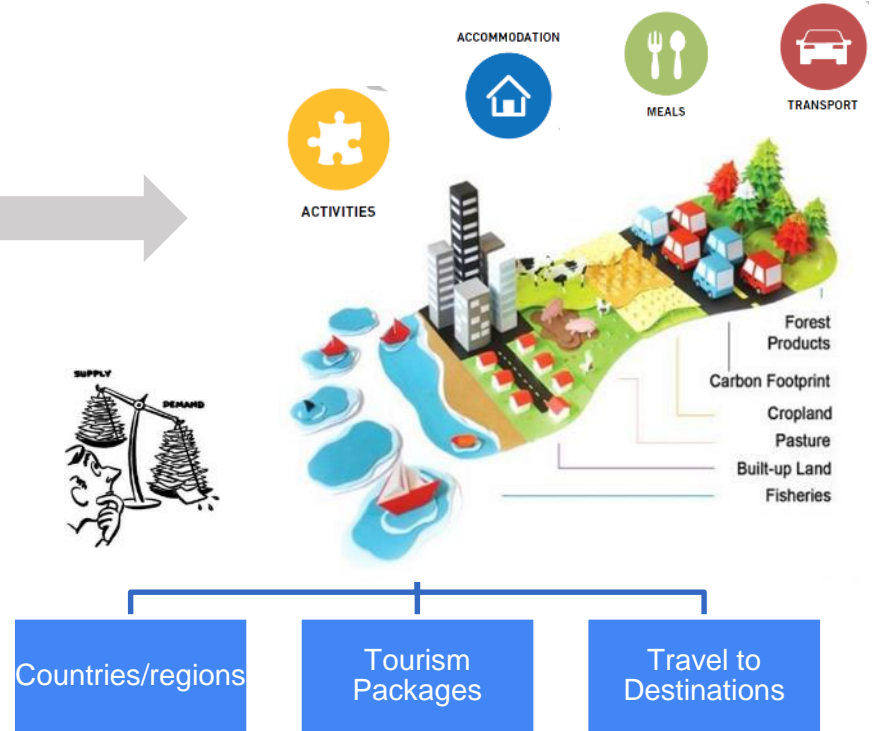
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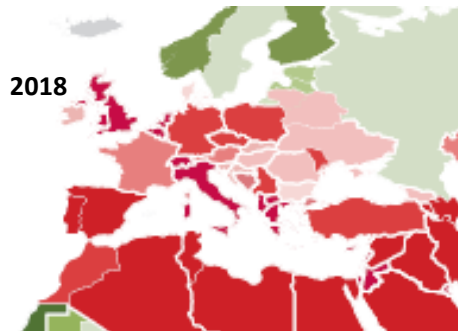
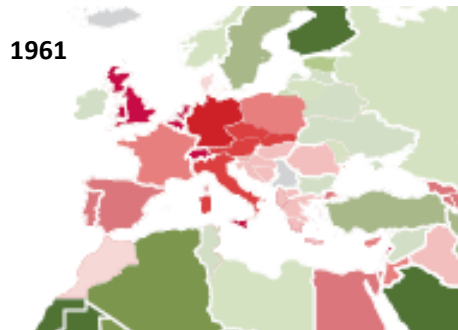


Ecological Footprint Accounting: New lenses to look at Tourism Sustainability

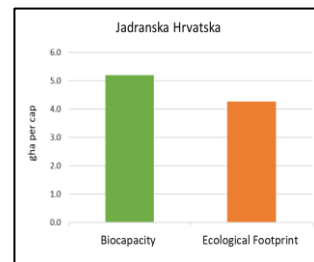
Monitoring Sustainability



Monitoring Sustainability: countries/regions



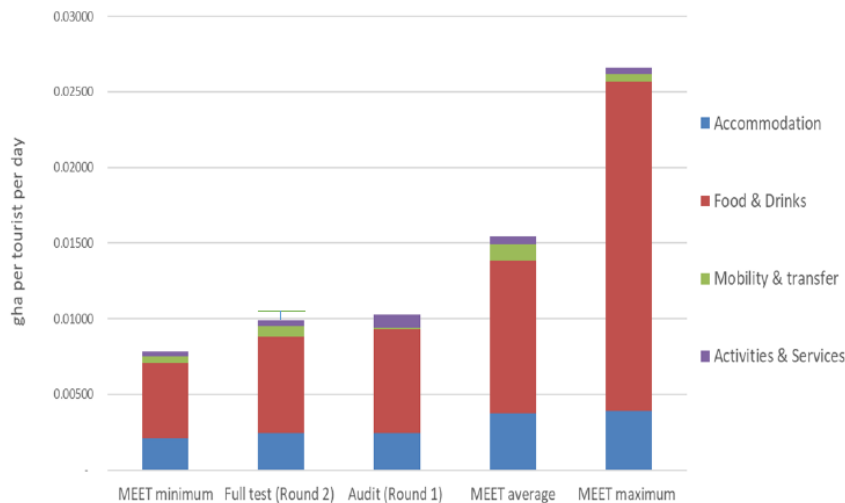
Croatia
EF: 3.9 gha per person
BC: 2.8 gha per person



Monitoring Sustainability: Ecotourism package



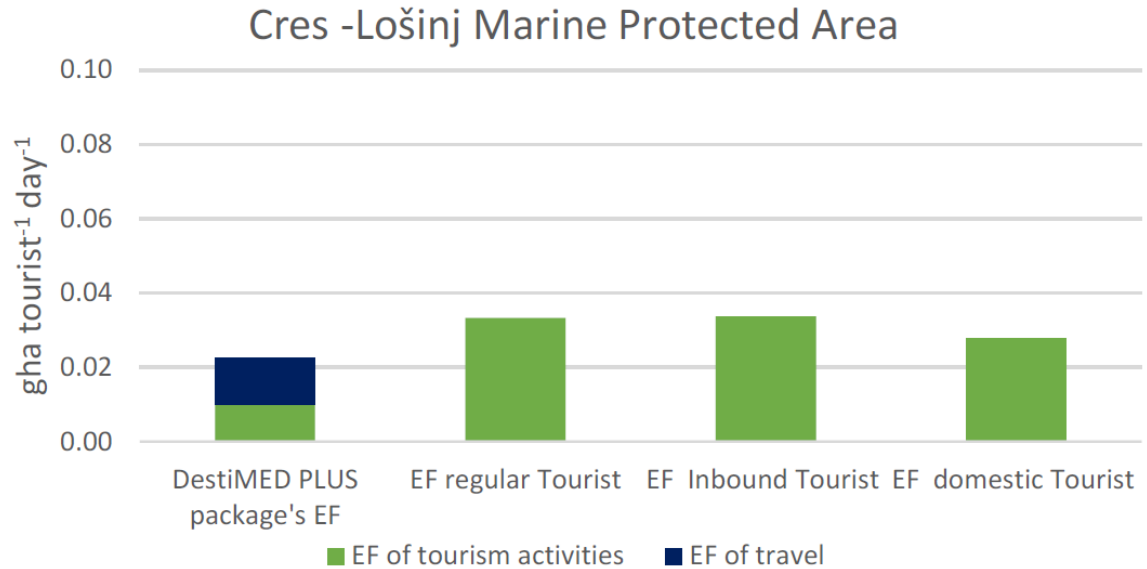
Cres -Lošinj Marine Protected Area Jadranska Hrvatska– Croatia



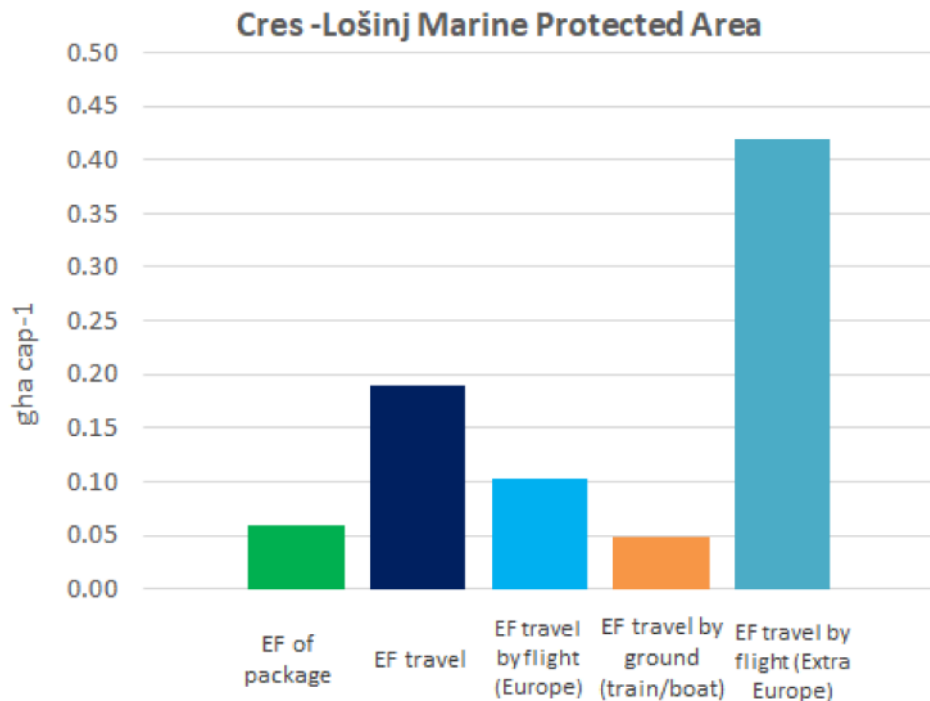
Standards performance:
 “+1 – intermediate positive performance”

	R2 vs. R1	R2 vs. M. Avg.
	- 7%	- 37%
	-	-35%
	+ 574%	-36%
	- 53%	- 28%
	-3%	-36%

Monitoring Sustainability: eco vs. regular tourists



Monitoring Sustainability: travel to destination





Meet Conservation in
Action



Meet Adventure and
Nature

**Let us re-introduce you to
the Mediterranean...**



© Sierra Nevada National Park

Meet New Communities and Their
Stories



© Ugo Mellone

Meet Local Cultures and
People

THANKS! For More Information...



Contact

- **Website:** www.meetnetwork.org
- **Email:** secretariat@meetnetwork.org

Social Media



@meetnetwork.org



@meet_network



@MedEcotourism



MEET Network

Key Resources

- **MEET Catalogue:** <https://www.meetnetwork.org/ecotourism-experiences>
- **MEET Manual:** <https://www.meetnetwork.org/methodological-manual>
- **MEET Members:** <https://www.meetnetwork.org/mediterranean-parks>
- **MEET Online Training Modules:** <https://www.conservationtraining.org/course/index.php?categoryid=136>
- **Ecotourism Calculator:** <https://www.meetnetwork.org/ecological-footprint-calculator>