



Final Report
Interreg IIB North Sea Programme
MOPARK



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Activities, results, contribution to programme aims and dissemination

A. Partner and project information

Project information

Title	Mobility and National Parks		
Acronym	MOPARK	Measure	3.2
Project number	1-16-31-7-18-03	ERDF	€ 2829100
Homepage (if any)	www.mopark.net		

Lead Partner information

Organisation	Province of Fryslân		
Address	Tweebaksmarkt 52 P.O.Box 20120		
Postcode, City/Town	NL-8900 HM Leeuwarden	Country	The Netherlands
Telephone	+31 58 2925 470	Fax	+31 58 292 5125
E-mail	t.a.b.bijma@fryslan.nl		

Information on partners

Partner no	Organisation	Country	Partner no	Organisation	Country
2	Provincie Overijssel	The Netherlands			
3	Tinn and Vinje Municipalities	Norway			
4	North Jutland County Council	Denmark			
5	Insel- und Halligkonferenz e.V. Region Uthlande	Germany			
6	Loch Lomond and The Trossachs National Park	United Kingdom			
7	British Waterways	United Kingdom			
8	Svalöv Municipality	Sweden			

Certification by Lead Partner

Name	Drs. J. Slijkhuis
Position	Head of the Department of Economics and Social Affairs of the Province of Fryslân
Signature	
Date	31-10-2006

B. Project implementation (activities and results)

1. Project aim (no more than one page)

The aim of your project was described before the start of your project and was defined in question 3.3. of your application. It was the higher-level goal to which your project contributed towards. The activities (listed in question 3.5 of the application) that have been carried out should have all contributed towards achieving your project's aim.

What was the main aim of the project? To what extent has this been achieved?

The *general aim* of the project was to guarantee sustainability of National Parks by applying environment-friendly technologies in an economic viable way. The *concrete aim* was to raise the income for national parks by increasing tourist quality based on natural assets without compromising natural qualities, by application of modern technologies in the area of transport and information and telecommunication. These aims have been elaborated in 13 objectives.

The Cartesius Institute for Sustainable Innovations has by means of executing an enquiry in all the parks and interviews with relevant stakeholders, assessed the results in terms of economic, environmental and social impacts and has made a cost-benefit analysis of the results for The Alde Feanen National Park.

With regards to *economic impacts*, the two most significant positive impacts that were caused by Mopark, are rural development and off-seasonal activity. All of the national parks indicated that the activities contributed positively to those two categories in terms of more employment opportunities for the local communities and extending tourist season. Although it is difficult to measure profitability it is assumed that an increased amount of visitors will generate more income in businesses like local cafes, hotels etc. This effect will be even stronger after a future scaling up of the activities generated by Mopark.

Regarding the *environmental impacts*, the most significant impact is caused by substituting fossil fuel with solar or electric power. The main negative effect is due to transportation to and from the national parks considering that most visitors use their own cars for transportation and less public transportation.

As regards to *social impact*, project activities have increased awareness of local nature and culture among tourist and communities and encouraged entrepreneurial development. These activities will contribute to social-cultural development in the region, generate new activities, facilitate participation of disabled and increase the level of local involvement in the national parks.

The monitoring by the Cartesius Institute has shown which activities are beneficial as regards to the set aims. For example electric boats, solar ferries, handheld GPS and the cyber guide are the activities that can foster the sustainability aim of Mopark. They help to generate income for the national park and the local society without bringing any environmental and social negative impacts. Even though the activities as webcams, info panels, databases and holiday packages only bring a cost to the park, their social benefits must be considered as well. Although the results are based on assumptions from limited data, they can be used by different stakeholders to help them make decisions on which activities need more improvement, and which activities can be scaled up afterwards based on their own priorities.

The Cartesius Institute concludes that the prime result of Mopark is its spin off in terms of generating ideas and entrepreneurship in rural areas. An impressive number of entrepreneurs and experts has been involved. In addition, it is encouraging for sustainable relations between cities and rural areas that the interest of tourists for new nature-based technologies and services has been mobilized. The Mopark project has shown that income generating activities can go hand in hand with sustainable use of nature. Natural qualities in the national parks provide a major asset for innovations if combined with creativity and entrepreneurship in the region.

2 Project activities

2.1 Did the activities carried out enable the project to achieve its objectives?

At the start of the project 13 objectives were determined in order to achieve the aims of the project. All the activities carried out in the project are linked to one of these objectives. Hereafter it is pointed out in italic how the activities have contributed to achieving the objectives:

- The development of new, sustainable technologies that can be a benefit for tourism transport (*new technologies like solar cell energy, hydrogen energy, engines driven by electricity and vegetable oil applied to tourism transport*)
- to reduce the emission of CO₂ caused by tourist traffic (*use of sustainable vehicles leads to decrease of CO₂ emission*)
- to improve existing transport to and within National Parks (*set up of a network with traffic companies, better connections between different means of public transport, new means of public transport*)
- the development of transport systems that reduce traffic and pollution and are an attractive alternative for tourists (*solar ferries, electric boats, innovative bikes, use of horse carts for tourism*)
- gain new sources of income for the tourism sector by developing new products and increasing existing sources of income by improving quality (*holiday packages, innovative vehicles, multimedia applications*)
- lengthening the tourism season by developing products for the off-season (*holiday packages for off-season*)
- development of new tourist products (e.g. let people experience nature more intense) by applying technology (*routeguiding systems on boats and bikes, downloadable GPS-routes*)
- improve quality and realise innovation in the tourism sector by means of better information and communication technologies (*development of websites, webcams, application of GPS, digital booking systems*)
- create awareness of natural qualities among tourists (*information panels, courses, 3D-models*)
- to gain knowledge and exchange experiences with international partners who deal with similar problems (*exchange with partners and experts at international or bilateral meetings*)
- define social costs and gains connected with practices in sustainable mobility (*see monitoring by Cartesius Institute*)
- present possibilities to generate income in a sustainable way (*idem*)
- improve opportunities for disabled and disadvantaged people (*accessibility for disabled improved by developing transport means for disabled and adapting sites in the parks to needs of disabled; measures to encourage people from minority groups to visit national parks*)

2.2 Were there any major changes to the activities originally planned during the project's lifetime? If there were changes, what were the reasons for these changes?

Norway had according to the application planned to do an investigation on a hydrogen driven hovercraft, but because of problems linked to technical aspects and lack of local interest, the investigation was called off.

Scotland planned to adjust a boat into an electric pollution free boat and use it for the presentation of multimedia facilities. During the project disabled visitors became a target group for the boat. Therefore it was decided not to adjust an existing boat, but to build a new solar ferry with facilities for disabled visitors (ramp, toilet). Instead of watching multimedia presentations people are now encouraged to look out of the windows and meanwhile make use of portable interpretive equipment. The animation on the dinosaur era was replaced by a 3D-animation about the glaciation period, presented at the National Park Visitor Centre, Balmaha. A new circular route for cyclists and hikers could not be realized yet, because a boat operator willing to run an on-demand ferry service across the north of Loch Lomond, could not be found.

2.3 Were there any major delays with the commencement of the project or any of the activities undertaken? If yes, what were the reasons for these delays?

In general the project activities were carried out according to planning, but several partners were confronted with delays in a certain phase of the project due to personnel problems, problems with cofinancing, or the fact that the realisation of activities took more time than expected in advance. In the run of the project these delays were compensated, so the final outcome was according to schedule.

- In *Overijssel* a delay occurred in the activities concerning the Otterfleet. Contact with Viborg finally made clear that within the frame of Interreg IIB-projects it would not be possible to transfer the sloops to the involved entrepreneurs after the finalisation of the project. This problem was finally overcome by establishing the 'Otterfleet foundation', a public organization that owns the Otterfleet and rents the sloops to the entrepreneurs.
- *Norway* had a delay of half a year in winter 2003/2004 when the visitor's centre where the Mopark organization was situated, had to close down due to financial problems. When the project management was re-established in the municipalities of Vinje and Tinn, the project could progress according to the set goals.
- *Scotland* had a delay in launching the solar powered boat for Loch Lomond, when the estimated expenses for the ship turned out to be much higher than expected. After this the original design was adapted to a smaller one and the vessel was built by a German ship builder. There were some delays during the manufacture of the boat which resulted in a new contract being required. This has caused a delay of almost one year. Finally the ship was delivered in January 2006.

2.4 Were all of the activities carried out in the municipalities stated in the approved application form?

All of the activities stated in the application have been worked on. Due to growing insight or exchange with other partners during the run of the project new activities, linked to the approved activities, came up and were carried out as well if doing so seemed appropriate in order to better contribute to the objectives. This occurred mainly in the field of information and communication, but also on sustainable vehicles.

- The latter was for example the case in *Scotland*, where at a certain stage as an elaboration of the ambition of 'improving accessibility' two solar buggies were purchased in order to enable families with a disabled member to go for a ride through the park in a sustainable way.
- In *Fryslân* during the project the need was felt for a better connection to and in the park for cyclists and hikers. After an investigation on technical aspects and aspects like purchase and maintenance, a solar ferry for cyclists and hikers was launched, run by volunteers from a village in the national park.
- *Sweden* joined the project at a later stage with the aim to set up a network of female entrepreneurs in and around Söderåsen national park. Apart from setting up the network Sweden also has worked on improving public transport to the park and the application of the i-pod technique for disseminating nature information to young people. Also activities for disabled and people from minority groups have been developed. Finally the work for Mopark has resulted in a 'branding strategy' for Söderåsen national park.
- The DVD '*Nature for all*' was not planned beforehand. In the run of the project a lot of activities were undertaken as regards to accessibility for disabled, and the idea came up to produce a DVD on the subject in order to inform the target group disabled on possibilities to visit national parks in the various countries.

3 Project outputs, results and impacts (no more than one page)

Outputs, results and impacts relate to the real achievements of your project. In question 6 of the application form you have defined the output, result and impact indicators that you have used to measure the reality (not the planning) of your project. Output indicators report on what the project actually produces, result indicators measure the immediate, direct and short-term effects of the project and impact indicators measure the long-term effect of the project.

3.1 Did the project activities achieve the desired outputs, results and impacts? If not, which have not been met and why?

The Cartesius Institute has done an investigation on the outputs, results and impacts of the project.

Output indicators

All the output indicators have had the desired output)*.

Result indicators

All the result indicators have had the desired output)*.

Impact indicators

All the impact indicators have had the desired output)*.

)* For an overview of output, result and impact indicators, as well as targets and results, see Appendix 4

3.2 As a result of project activity have any additional outputs or intangible outcomes been identified, which were not previously anticipated?

The project has had a lot of additional outputs and side effects. Mopark has also raised consciousness about subjects like sustainability and mobility issues, and put these subjects higher on the agenda of involved organisations.

The most important additional outputs are mentioned hereafter:

- *Sweden*: policy decision by the traffic company Skånetrafiken that future public transportation will be based on an expanded railway system complemented by buses on biogas.
- Resulting from activities for disabled by Soderåsen National Park Svalöv Municipality has developed an action plan to improve accessibility for disabled in the *whole* municipality.
- *Fryslân*: resulting from Mopark activities two ICT-companies (I-GPS and Point for Media) have been launched.
- Entrepreneurs in The Alde Feanen have strengthened their cooperation in relation to bike rental and electric powered boats. They also have developed joint activities in marketing, like the introduction of a common website (www.beleefdealdefeanen.nl).
- Project 'sailing prams': due to the success of the pilot project with sailing prams entrepreneurs have instituted a foundation and have purchased another 4 electric powered prams.
- The formula 'Wadventures' (a combination of Waddensea sailing trips for young people and nature education by computers on the ships) has been developed resulting from Mopark.
- Strengthening of social cohesion: the launch of a solar ferry in the village of Warten has resulted in a group of 50 villagers who volunteer as skippers on the ferry.
- The ferry, aimed at cyclists and bikers, has had far more visitors than expected: 10.000 up till September 2006.
- Transfer of knowledge to Eastern Europe: the cyberguide technique, a GPS-powered route guiding system, has through the participation of the developer at a conference in Poland, drawn the interest of Poland and the Baltic States and is likely to be applied there too.
- *England*: The Mopark activities for disabled have encouraged *British Waterways* in developing a policy and action plan for facilitating and promoting access for people with disabilities to *all* canals and canalside sites that they are responsible for, with a total length of 3200 km.
- *Scotland*: has, being a relatively new national park, had great benefit from direct contact and learning about national parks in Europe on issues wider than Mopark, like visitor management and the relationship between the national park and entrepreneurs.
- Furthermore the introduction of hydrogen powered vessels is being considered at Loch Katrine, learning from the early experiences of the Norwegian partner.
- *Germany*: awareness that a network between all partners in the Waddensea region is an essential condition for future sustainable development. This has led to a cooperation with Denmark and the other islands in the Waddensea area. Furthermore the work on tourism qualification for disabled has been strongly pushed by Mopark, which was not foreseen in advance.
- *Norway*: farmers around *Hardangervidda National Park* have established contacts

with farmers in the vicinity of *Loch Lomond and Trossachs National Park* in order to explore challenges and opportunities for farming and countryside businesses working in or around national parks. The municipalities of Tinn and Vinje have strengthened their cooperation and are developing joint projects within the tourist sector.

- *Overijssel*: plans for development of a hydrogen boat for groups as a joint project between forestry organization Staatsbosbeheer and research organization TNO.
- Expansion of the booking system that was used as a pilot project for the Otterfleet. The system offers direct contact between client and entrepreneur, and will be expanded for rental of small objects like bikes and boats, to the tourism boards in Overijssel and Gelderland.
- Plans for development of new project *Green Wish Boat*, a sustainable non-commercial rental boat in NW Overijssel for families or small groups with disabled members, that can in the future be hired with skipper and medical care.

C. Contribution to programme aims & dissemination

There are some important values to be enhanced by Interreg IIIB, such as the cross-sectorial approach. Through answering the following questions please indicate to what extent your project has contributed to their achievement.

4 Cross-sectoral integration (Q. 4, 5 & 6 no more than one page)

4.1 What were found to be the best ways to encourage the relevant stakeholders, informal partners and target groups to participate?

Relevant stakeholders were in many cases invited into a project group working on a specific subject within the project. A 'lesson learned' was that it is important to do so at an early stage and to let key figures participate in decision making. A bottom up approach proved to be more successful than a top down approach. Working with entrepreneurs learned that it is important to involve stakeholders who have an 'entrepreneurial' attitude and are aware of the interests of entrepreneurs rather than working with experts. Regional meetings were found good ways to inform target groups on recreation, tourism, local businesses etc. And the project proved that it was very fruitful to take involved experts to an expert meeting on a specialized subject, in order to exchange experiences and get advice from other partners or consultants.

4.2 Were more (or fewer) sectors involved in the project than originally anticipated?

More sectors were involved. Before the project the following sectors were expected to participate: nature organizations, entrepreneurial and experts organizations, designers/developers, tourist offices, transport professionals and local entrepreneurs. All the mentioned parties have indeed participated in the project. In the run of the project the following groups became involved as well: traffic companies, ICT-professionals, farmers and landowners, colleges and universities, local and regional government, local inhabitants, organisations for disabled, voluntary organisations and organisations working in the field of recreation.

4.3 What contacts have been made to other programmes and projects? Will any of these contacts be continued in the future? Did the project work with any similar Interreg IIIB projects? Explain how this work developed in practice.

Most of the partners exchanged information with other EU- or Interregprojects:.

- *England* has established links and exchanged findings with the projects *Crosscut*, *Canal Link* and *Eureauweb*. Thus valuable knowledge about aspects that were not directly covered by Mopark (like hand-held terminals, ecological impacts of boating, water pollution and implications from the Water Framework Directive) was brought into the project.
- *Denmark*: experiences were exchanged with the Interreg IIIB project *Nolimp*, that has run parallel in the country of North Jutland. Some of the Danish Mopark project workers have also participated in the *Nortrail* project, that was carried out in another part of North Jutland.
- *Sweden* has because of the mobility work for Mopark been invited to be part of the application for the *Intelligent Energy Europe* Programme.
- *Norway* exchanged experiences with the Interreg IIIB projects North Sea Rural on behalf of the theme 'connecting city and mountain – public transport' and with the project *Euromountains.net*.
- *Germany* and *Sweden* have become regular partners in the *Facilitating Sustainable Innovations* project; *Germany* is an informal partner in the projects *Oastsust* and *Probioenergy*.
- *Overijssel* got in touch with representatives of the Cheshire County Council, participating in the Interreg project *Boundless Parks*, in order to exchange information about electric boating in NW Overijssel and sustainable tourism in England and The Netherlands.
- The *Scottish partner* got in contact with the Interreg project *Geoshare*, which had an overlap with Mopark. From the Scottish partner in that project Loch Lomond got technical advice on the use of 3G phones. Also meetings were arranged with

British Waterways to learn more about the *Eureauweb* project and explore overlaps with the planned interpretive journeys.

- Furthermore project management information was exchanged with the Interreg IIIB projects *Water City International*, *Water Line Economy* and *Nolimp*.

In many cases the contacts will be continued after the completion of the project.

5. Equal opportunities

5.1 How has the project contributed towards equal opportunities in practice (inclusion of minority groups and/or gender)?

Most of the partners developed activities for the target group disabled by creating sustainable vehicles (buggies, special bikes, boats) for disabled and their families and by making accessible nature areas (paths, beaches, camp sites) for disabled. Also activities aimed at people from minority groups were developed (*England, Sweden*).

6. Environment

6.1 This question need only be answered if your project had the environment as its main focus (as outlined in question 4.7A of your application). State below which environmental issue/s it primarily related to (tick one or more boxes, or replace box with X):

- | | | |
|--------------------------------|--|--|
| <input type="checkbox"/> Water | <input type="checkbox"/> Energy | <input type="checkbox"/> Waste |
| X Transport | <input type="checkbox"/> Coast and sea | <input type="checkbox"/> Industry and business |
| <input type="checkbox"/> Air | <input type="checkbox"/> Households | <input type="checkbox"/> Agriculture |
| <input type="checkbox"/> Soil | <input type="checkbox"/> Other: | |

7. Transnationality (no more than one page)

7.1 Have any parts of the project only been possible because of transnational cooperation?

All partners are unanimous in their opinion about the added value of transnational cooperation and give examples of results that had not come into being without the cooperation with partners dealing with similar problems. This is especially the case in the fields of ICT, sustainable energy, and accessibility for disabled.

During the meetings and through bilateral contacts a lot of information has been exchanged on alternative energy issues, the working with GPS-devices, the storage of data, the development of software for educational purposes and best ways to disseminate information. This has often resulted in the work of one partner being used as a basis for activities by another partner and the seeking of solutions for joint problems.

The Mopark project has also enabled partners to exchange information on more general issues like park management. By doing so good practices applied in one park, could often – after some adjustments to the local situation – be transferred to another park.

Furthermore the DVD '*Nature for All*' (about accessibility to national parks for disabled) and the *Moparktrail* (a website with downloadable GPS-routes; all the partners can add content to this site about their own parks in an easy and inexpensive way) are the direct result of transnational cooperation.

7.2 How would the project have been different if implemented without cooperation among partners in different countries?

All partners agree that the output of the project certainly would have been much smaller without international cooperation. Some examples:

- Almost all partners were confronted with problems with new technologies like GPS, PDA and 3D-models, that often seemed unsolvable. In discussions with partners or meetings with experts on this very specialized area, these problems often were overcome and workable solutions were found.
- It is likely that less boats on alternative energy would have been realized, because

of technical problems. Especially between *Scotland*, *Overijssel* and *Denmark* a lot of knowledge was exchanged, which led to the purchase of electric powered boats by the mentioned partners.

- Model practices would not have been exchanged. For example: by working together *Sweden* took over a model from *Denmark* to measure accessibility to all buildings in a national park for people with disabilities.
 - Spin off effects would have occurred less. As a result of this accessibility model, that made Söderåsen National Park the first national park in Sweden with a certification as regards to accessibility for disabled, Svalöv municipality set up an action plan for accessibility for disabled in the whole municipality.
- In general it can be stated that partners have had great benefit by international cooperation.

7.3 Did the lead partner/each partner develop a particular area of expertise or acquired new knowledge as a result of project activity? If yes, explain what these were.

A lot of new insights and knowledge were gained in the run of the project, especially as regards to ICT-applications, solar energy and promotional issues. Some examples:

- *Scotland* gained a lot of knowledge about solar electric boats through Mopark, the solar ferry on Loch Lomond being the first ship on solar energy in Scotland. This knowledge will be transferred to other boat operators in the future.
- *Denmark* developed special knowledge in developing 3D fly over models, and succeeded in giving all Natura 2000 sites the same visual expression by creating a design manual for promotion and information material. Furthermore they developed a sensitivity analysis in Lille Vildmose that is the first of its kind and can be used in analyzing impact from mobility in sensitive nature areas.
- In *England* Mopark has led to more knowledge about accessibility for disabled to canals and canalsites. This knowledge has encouraged British Waterways in developing an action plan for making all canals en canalsites accessible to disabled.
- *Fryslân* developed a lot of knowledge on the application of ICT tools in relation to experiencing nature, which has resulted in the development of interactive multimedia games for children and adults, webcams in the park, a sustainable routeplanner etc.
- *Overijssel* developed special knowledge about GPS routeguiding systems that make use of tourism databases.
- *Norway* developed expertise about GPS in relation to nature information.

7.4 Any other issues / comments / suggestions / problems?

The project was developed in accordance with vision statement 9 of Norvision: human activities which are in harmony with nature. Mopark has contributed to this by creating sustainable means of transport, and making areas more attractive to tourists in an environment friendly way. In the project new ways have been explored to unite interests that seem to be conflicting, i.e. nature preservation and the demand to gain more income.

8 Follow up activity and dissemination of results (no more than two pages)

Provide a summary of any follow-up activities planned now that the project has closed.

- 8.1 Describe any particularly innovative or unique elements of the project that can be used to highlight its success. For example, did the project identify any innovative ideas or new solutions? Has the project implemented any 'model' practices for resolving spatial problems?

A particularly innovative element in the project is the introduction of ICT applications (GPS devices, 3 dimensional web technology, multimedia games, data management systems, use of i-pod technique in relation to nature) into national parks. Although over the past years these solutions have become more common, it has been a unique element in the project to apply them within nature organizations and national parks. Another unique element has been the application of alternative sources of energy in national parks, as was done in Mopark by introducing innovative sustainable vehicles like solar boats, solar buggies, electrical boats and innovative bikes.

As 'model practices' can be mentioned the following:

- the Access Framework that *England* has developed about accessibility for disabled and the 'accessibility for all' model that Denmark has developed and that was implemented by Sweden as well.
- *Germany*: the concept of sustainable islandhopping as a useful model for improving sustainable tourism and raising income for Waddensea islands. Also the common work of various partners on the traffic theme can be considered as a 'model practice' and has already raised the interest of the Dutch and Lower Saxony island partners.
- *Overijssel*: the 'Otterfleet concept' is a unique concept of water holidays for non traditional watersporters. The unique GPS-routeguidingsystem attracts a lot of attention from guests and media. The software of this routeguiding system can be used in other tourist products as well.
- *Norway* developed a guide for sustainable local nature based activities, adjusted to wildlife local income solutions.
- *Denmark*: a new practice has been the connecting of different horse related businesses and providing them with ideas for cooperation.
- *Sweden* has developed a branding strategy resulting from the insight that as regards to raising income for the park, a wider communication strategy is needed. Elements of this branding strategy can also be applied to other parks.
- *Fryslân* has developed the interactive and educative ICT-application *Veenquest* for primary school children; this nature game can easily be adapted for other parks.

- 8.2 What will happen to the partnership after the closure of the project?

Because of the fruitful cooperation in Mopark most partners plan to maintain contact with each other when it's appropriate in order to exchange mutual support and information on special matters. Several partners already have more outlined plans for future cooperation. Some examples:

- *Germany* has established plans for a future cooperation on tourist and social matters with the Danish and Swedish partner. Sweden has discussed new ideas for future cooperation with some partners on issues like integration, mobility and accessibility.
- *Fryslân*, *Norway* and *Sweden* have become involved in the new Interreg North Sea project *Facilitating Sustainable Innovations* (FSI), that will be executed in the years 2006-2008.
- *Fryslân* has initiated preparations for a project on the theme 'healthy nature, healthy people'. *Norway*, *England* and *Denmark* (new municipality of Aalborg and Regional State Environment Center) have shown interest to participate in this project. *Denmark* has plans to develop an initiative on music, culture and national parks in the frame of this project..

- 8.3 Explain what will happen to the project's results now that activities have stopped? Will the findings be shared with other regions? If so how?

The Europarc organization, an umbrella organisation of national parks throughout Europe, will play a role in sharing the findings with national parks in other regions.

Besides, the findings will be shared on a regional and local level by continuing the work initiated by Mopark in the formed regional and local partnerships. The results gained through Mopark will also function as a basis for further activities. For example:

- *Germany* has established a cooperation with Denmark (Lille Vildmose) and the other islands in the Waddensea on tourist and social matters. Germany has designed a regional strategy for the next three years, called 'Mobilität und Erreichbarkeit der Nordseeinseln und Halligen'. A working unit for regional sustainable development will carry out pilot projects and local activities starting from autumn 2006.
- *Sweden* will continue to develop transport solutions to and from the Söderåsen Park in cooperation with the traffic company Skånetrafiken. The process of branding the park area will be continued in cooperation with other Swedish institutions and municipalities in the area. Sweden will also continue the project 'new Swedes', in which Söderåsen NP is playing a role in facilitating integration of people from minority groups.
- *Scotland* will continue the work in Mopark by further developing the 3D-maps and multimedia journeys and making them downloadable to personal equipment like mobile phones or i-pods. Besides Scotland will make project results available to Mopark partners and other interested parties. Scotland will continue working on the development of a Green Explorer Cycling and Walking Experience, for which the groundwork has been done in the Mopark project, but that could not be completed in the time frame of Mopark.
- *England*: British Waterways will consider the Otterfleet concept in respect of the restoration of the Montgomery Canal in Wales, a very sensitive waterway from an ecological point of view; therefore using electric-powered boats is considered to be relevant here as well.

8.4 Will any of the findings/results be implemented? If so, by whom?

With regards to information and communication technology the national park authorities will continue to build further on the results in Mopark for interpretational and educational purposes, and implement them further in their parks and visitor's centres. It is to be expected that the results of Mopark, for instance on alternative energy for vehicles or transport systems, will be subject of further investigation. In Holland TNO Research will carry out this research.

- *Fryslân*: the ownership of the info boards, GPS-systems, the data system, the webcams and the landing stages for canoes will be transferred to the nature preservation organization It Fryske Gea, in order to guarantee implementation and maintenance in the future. The interactive and educational application Veenquest for primary school children will be taken over by the nature education organisation IVN and probably also be applied in another national park, the Lauwersland park, where IVN also has an educational task.
- *Norway*: the holiday packages will be managed by tourist offices. The canalising document will be evaluated by politicians and most possibly will become a guide for public management of tourism in the part of Hardangervidda where the Mopark project was carried out. The course about Hardangervidda will be continued by the two partners Krossobanen and Fjellvåken. The Norwegian Mopark Steering Group will decide who will manage the web info pages and GPS systems in the future. Norway is also working on adapting the Mopark system into other GPS trails in the communities in the form of a project named '*Pilgrim Trail*'.
- In *Overijssel* the non-commercial Otterfleet Foundation will keep the Otterfleet concept intact and will expand the concept or parts of it (electrical boating, GPS-routeguiding, packages etc.). The routeguiding system will be made available for walking routes for children. The navigating routes will be maintained by the regional tourist office and are also available for other organisations and entrepreneurs in the area. The new GPS-routes will also be used for traditional whisperboats in order to cause less disturbance and make zoning possible.
- In *Denmark* the project results will be continued and maintained by public fundings. The activities in Lille Vildmose (f.e. bike rental) have already been taken over by the semi-private Lille Vildmose Centre. An important benefit of the project was the insight that the Natura 2000-label does not only have restrictions for landowners,

but has added value for promoting products and activities in a certain area. These findings will be made available for use in other Natura 2000 sites in the region and in Denmark in general.

8.5 Will the project results be used to change or influence any legislation or shape future policies or planning guidance?

- In *Sweden* the Mopark project has gained a lot of support from politicians in the region. The project has also inspired the Traffic Delegation, a political advisory board, to focus more on recreational transport as part of public transport. As a result of Mopark, the public body responsible for transportation, Skånetrafiken, has made a policy decision that future public transportation will have a more sustainable character and will be based on an expanded railway system complemented with buses on biogas.
- In *Norway* the document for canalising tourism will be used as a political management tool.
- In *Scotland* the results of Mopark will be presented to the Scottish Executive (Environment and Rural Affairs Department) as a contribution to future policy for the development of environmentally friendly transport in Scotland.
- *England*: British Waterways has through the work in Mopark accepted a policy plan for accessibility for disabled to all the canals they are responsible for.

8.6 Has there been any political agreement for using the project results?

If appropriate politicians have discussed the project results and approved of using them. For instance:

- The Province of *Fryslân* has signed a transfer agreement on the transfer of the ownership of Mopark products (information boards, webcams, GPS devices etc.) to the organization It Fryske Gea.
- *Sweden*: the municipalities in the Söderåsen region have made a joint decision to carry on with the branding process.
- In *Germany* the local government has approved the traffic concept.
- *Norway*: the document for canalising tourism in the Hardangervidda park will be subject of discussion by politicians and will probably serve as a guide for public management of the area.

8.7 If your project has a website: will it remain live after the closure of the project? Will project documentation/results be posted on this website? Who will be responsible for maintaining the site and how long will it remain accessible?

The project has a website, named www.mopark.net. Another site is linked to the project and offers GPS-guided walks to the parks: this is www.moparktrail.com. After the end of the project the content of the website will be transferred to the website of the Alde Feanen. The results of Mopark will also be publicised on the Europarc website.

8.8 Explain how Interreg IIIB support provided added value. What other activities will you be funding as a result of the project?

Interreg IIIB support has enabled parties in the North Sea Region to find solutions for shared problems. The project has proven that the partners have come to results they would not have achieved without cooperating or without support from Interreg. The Province of *Fryslân* will continue funding the so called Wetterbus (Waterbus), a combination of a sustainable bus and boat ride. Following on from Mopark plans have been developed to apply this formula in other parts of Fryslân as well. The Province of Fryslân will support and fund this.

8.9 If your project is a continuation of an Interreg IIC project, describe the additionality that has occurred as a result of implementation under Interreg IIIB.

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8.10 Any other issues / comments / suggestions / problems?

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9 Investments (no more than two pages)

Question 9 need only be answered if your project has generated or contributed towards any large-scale material investments¹. The secretariat is only interested in the investments resulting as a direct benefit of the project results or activities, i.e. without Interreg IIIB funding the investment would not of otherwise have happened. Please attach photographs showing the outcomes of these investments.

- 9.1 Have any large-scale investments been implemented in the project time frame or have the project results prepared the ground for any large-scale investments or are project partners waiting for the opportunity to implement the investment?

In some cases the results of Mopark are likely to lead to large scale future investments:

- As a result of Mopark *British Waterways* has plans to make all canals and canalsides accessible for disabled. Also an electric trip boat will be implemented between Whaley Bridge and Bugsworth.
- In *Sweden* the public body responsible for transportation, Skånetrafiken, has made a policy decision that future public transportation will have a more sustainable character and will be based on an expanded railway system complemented with buses on biogas.
- Resulting from the activities for disabled in Söderåsen National Park Svalöv Municipality has developed an action plan to improve accessibility for disabled in the *whole* municipality.
- In *Overijssel* as a result of Mopark plans have been developed for a hydrogen sloop for groups and a 'Green Wish Boat' for families with a disabled member.

- 9.2 Who will implement these investments? Will they be implemented directly by the lead partners, by the project partners or will they lobby through public authorities and the private sector to implement the investment?

- *England*: the action plan for accessibility for disabled will be implemented by British Waterways as an on-going process for the long term. Improvements will be carried out by British Waterways when and where opportunities arise. The plan for the electric trip boat will be implemented in conjunction with the Inland Waterways Protection Society.
- *Overijssel*: the research organisation TNO and the forestry organisation Staatsbosbeheer are investigating the possibility of a hydrogen sloop. Furthermore a foundation is raising funds to realize the plans for the Green Wish Boat. Many local and regional organisations will support the foundation. According to plan the boat will be launched in 2008.

- 9.3 What is the total amount of this investment in thousand € (in which countries)?

- *England*: total cost of the Bugsworth plan is estimated around € 325.000. Cost for the electric trip boat are estimated at € 75.000-100.000.
- *Overijssel*: investment for the Green Wish Boat is estimated approximately € 975.000 (incl. boat house and nature walking route for people with disabilities).
- *Sweden*: action plan of Svalöv Municipality has started with an inventory; on the basis of this inventory further plans will be made; expenses not known yet.
- *Sweden*: the plan for establishing a train to Söderåsen National Park has been put forward to 2011; no estimation of expenses available yet.

- 9.4 Any other issues / comments / suggestions / problems?

¹ The term 'material investment' usually refers to an investment by the project in a capital asset, which includes infrastructure investments. For example, building a training centre, purchasing land or equipment.

D. Programme secretariat and future programme period

10 Feedback on the programme (no more than two pages)

Please try to avoid general answers and be as specific as possible in identifying areas for improvement.

10.1 What changes would you like to see in the implementation of the programme (information, procedures, forms, communication, etc)?

As regards to programme implementation some partners plead for a greater consistency between the various Interreg programmes regarding procedures, and more opportunities to transfer budget between partners in order to provide a better quality of output results.

It is also recommended to lengthen the preparation time after the project has been approved of. This time is needed to establish a strong project group and develop plans that best join with set goals.

Furthermore it is suggested to provide new project managers with a briefing pack covering frequently asked questions about the programme, the likely timetable for administration (claims, reports etc.)

10.2 Could you name a strong and a weak point of the Interreg IIIB North Sea Programme?

The following points have been experienced as weak points: the sometimes complex and strict rules of the Programme on financial aspects, especially as regards to the involvement of commercial organisations or entrepreneurs in the project, have made it difficult to achieve set goals and have in the Mopark project led to delays. In the run of the project procedures have been changed, what has been felt as having made administration more complicated.

Partners point out as a strong point that the North Sea Programme Secretariat has always treated questions and/or problems fast and seriously, which has been experienced as very positive.

10.3 Do you have any other comments or suggestions on how to improve project development and/or support for the future programming period?

The following suggestions are made as regards to the future programming period:

- In early 2007 a partneriat should be organised in order to bring potential partners together.
- Programme changes should not be imposed on projects which are in progress, but should apply only to new tranches of projects.

10.4 Are you or your partners already considering project ideas for a future programming period? What issues are you considering?

The following project ideas are being considered:

- *Fryslân* is considering to continue the experiences of Mopark in a project on 'nature and well-being'. Furthermore the Province of Fryslân is developing ideas for new projects on sustainable innovations and alternative sources of energy and their potential benefits for rural areas in the *ERE (Energizing Regional Economies)* project.
- *Denmark* would like to be involved in a transnational project on water activities (f.e. canoeing, kayaking etc. in the Limfjord) or on establishing a cooperation between interpretation centers or developing new theme trips across North Jutland (f.e. cultural heritage trips, nature trips or food experience trips).
- As a follow-up of Mopark *Sweden* will participate in the preparation of a new project within the *Intelligent Energy Europe*-programme, called *Transport YES*, focused on possibilities to influence the perception of young people of public transport, in order to defer their decision to purchase cars.
- *Overijssel* has developed plans for a Green Wish boat that can be rented by families with a disabled member. Overijssel tries to participate with this plan in a new Interreg-programme.

10.5 Which issues might future transnational co-operation focus on or prioritise?

England recommends to focus on 'health and well-being'.

Scotland suggests to start transnational cooperation on themes like: the conflicting aims in national parks between tourism development and nature protection, access to the parks for a wide range of special needs or disabilities, and socio-economic development for communities within national parks.

10.6 Any other issues / comments / suggestions / problems?

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Thank you very much

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Interreg IIIB North Sea Secretariat

Appendix 1: Summary of the Mopark project

About this summary

This summary presents the Mopark (*Mobility and National Parks*) project in short. Mopark has been executed in the years 2003-2006 in seven countries around the North Sea and was funded by the Interreg IIIB North Sea Programme.

The summary starts with an overview of the participating national parks, the starting point for the project, the aims and objectives. Afterwards it is explained how partners have worked on these aims and what has been achieved by each partner. Finally the outcome of a monitoring on project results, done by the Cartesius Institute, is presented. The summary ends with conclusions and recommendations.

The Mopark project

National parks are on the basis of international agreements established to preserve natural and cultural qualities. These qualities are however under pressure by private mobility: almost 40 % of all private mobility is for recreational purposes and the demand for recreation is even still increasing. Especially in national parks the negative effects of mobility are evident. However, restricting all activities in national parks is not considered as an appropriate solution, because doing so would endanger the maintenance of the parks and does not generate any social or economic activities, which are of great importance for the periphery regions in which most of the parks are situated.

An emerging view is that proper management of mobility in national parks can provide a sound basis for natural qualities, social activities and economic progress. This view was the starting point for the Interreg IIIB Mopark project, that was executed between May 2003 and October 2006. The following eight partners have worked together in Mopark as regards to the parks named between brackets: British Waterways (Peak District National Park, England), Hardangervidda Centre, later municipalities of Tinn and Vinje (Hardangervidda National Park, Norway), North Jutland County Council (Lille Vildmose Park, Denmark), Insel- und Halligkonferenz e.V. Region Uthlande (Schleswig-Holsteinisches Wattenmeer National Park, Germany), Province of Fryslân (National Park De Alde Feanen, the Netherlands), Svalöv Municipality (Söderåsen National Park, Sweden), Province of Overijssel (De Weerribben National Park, the Netherlands) and Loch Lomond and the Trossachs National Park (Scotland). The Province of Fryslân was the lead partner in the project.

Aims and objectives

The Mopark project aimed at the reduction of the use of polluting forms of mobility and the promotion of environmentally friendly vehicles. Another important aspect of the project was to make clear how information and communication technology can be used to improve the attractiveness of an area, to improve the visitors' behavior and to raise income. Another important link is also on development and implementation of new urban-rural and inter rural relationships. The project is aimed at attracting tourism from town to rural areas in a sustainable manner.

The *central question* of the project was how to guarantee sustainability of National Parks by applying environmentally friendly technologies in an economic viable way. The *concrete aim* was to ensure income generation of the parks by increasing tourist quality based on natural assets without compromising those qualities by modern, innovative tourist mobility services. The mentioned central question and aim have been elaborated in 13 objectives that can be divided in three areas: information and communication technology, transport systems and sustainable vehicles.

The results of Mopark

All partners have in their own way, very often through the principle of 'learning by doing', worked on the subject of sustainable development of national parks and undertaken a great variety of activities, adapted to their local situation and needs. Under the umbrella of Mopark partnerships on a local, regional and transnational level have been established and in a relatively short period of three and a half years a range of activities and results have been achieved, varying from investigations on mobility and sustainable means of transport, to the participation in project groups on traffic and tourist matters, but also to more tangible outcomes

like complete tourist packages and new vehicles like solar powered or electricity driven boats, innovative bikes etc.etc.

Review of activities by partners

Hereafter a short presentation is given of what has been achieved by Mopark in the eight regions that participated in the project.

Denmark – North Jutland County Council

The Danish part of the Mopark project has concentrated on making Lille Vildmose National Park and the Natura2000 in Himmerland more attractive to visitors in order to influence the down-going trend in tourism that can be seen in Northern Jutland in a positive way. Lille Vildmose is a former peat excavation area with the largest raised peat bog in Western Europe, that is likely to be appointed as a national park. Key qualities of the area are the undisturbed nature, the great biodiversity with populations of red deer and wild boar, the culture heritage, the use of the peat in industry and gardening, the Wadden Sea coast with lots of interpretive possibilities and beach activities. The main tourist attractions involve the variety of nature areas, Lille Vildmose centre and the coastal areas with swimming and sailing possibilities.

In the area of information and communication technology GPS facilities and a 3D computer map for the interactive planning and booking of trips has been developed. Digital information boards with access to homepages, video and nature information are in operation. To improve the accessibility two gateways at the borders of the park have been established. In each of the six Natura 2000 areas interpretation 'bridgeheads' were created, i.e. points of access to a certain Natura-site, where the visitor can arrive by public transportation, spend the night in a primitive campsite and learn about nature. Some areas have small fenced grazing areas, where horses can be 'parked'. Routes and complete packages are developed to link the several Natura 2000 areas. Moreover the area is made suitable for people with physical disadvantages to enjoy nature: a primitive campsite, a birdwatching tower made accessible to wheelchair users, paths, toilets and accommodation to stay overnight. As a result of exchange with the Swedish and Scottish partner two boats for disabled and their families have been ordered in Scotland, to be used on the newly restored Vilsted Lake. Innovative bikes and horse carts have been introduced as sustainable vehicles.

England – British Waterways

The actions carried out within Mopark by British Waterways took place on the Peak Forest Canal in Derbyshire, that links the city of Manchester to the surrounding countryside. It terminates at the small towns of Whaley Bridge and Bugsworth in Derbyshire close to the boundary of the Peak District National Park. The main function of British Waterways is the conservation of built and natural heritage, recreation and tourism (especially boating), education and encouraging voluntary sector activity. Key qualities and tourist attractions of the waterway cover the historic canal and inland port, the natural environment, the industrial landscape, good accessibility and potentially good public transport. Activities undertaken during Mopark were directed to improve the connection between the City of Manchester and the Peak District National Park by enhancing interpretation facilities. This was done through preparation of an interpretation plan for the Bugsworth Basin area in order to help people understand the significance of the place and encourage them to support its conservation, in conjunction with walking/cycling links between Bugsworth and Peak District National Park. Also development of an online resource for schools, consisting of a self guided trail around the Bugsworth site through British Waterways' education website (Wild over Waterways) for downloading by teachers was developed.

British Waterways also developed a policy for the improvement of accessibility for disabled of all canals and canalsides that they are responsible for – with a total length of 3200 km. This policy has been developed into a draft Access Framework that can be used by all national parks. With regards to the transport systems, a study has been done into traffic management and sustainable transport at Bugsworth, which was aimed to encourage people to visit the canal by alternative means of transport. Furthermore initiatives to promote links between the historic site itself, local businesses and alternative transport modes were undertaken. In terms of sustainable vehicles the possibility of establishing an electric powered trip/ public transport boat has been investigated, taking into account other partners' experiences in developing alternative

powered boats. Also a feasibility study on solar electric power vessel and investigation of hydrogen fuel cell technology was undertaken.

The Netherlands/Fryslân - The Province of Fryslân

Mopark Fryslân took place in the *Alde Feanen National Park*, a fenland area of 2500 hectares with the main function of nature protection, nature oriented recreation, information/education and enabling scientific research. The area has been appointed as a national park in 2006. The key qualities of the park are the high diversity of species in low moor bog (about 450 plant species, and over 100 bird species), large non-fragmented nature areas, almost all succession phases on the moor, good possibilities for co-use for recreation and a great variety of landscapes. Key tourist attractions comprise nature areas including possibilities for water sport and several small scale cultural attractions.

The project aimed at the introduction of modern technologies like GPS and multimedia facilities into the park, as well as innovative means of transport. Another goal was the development of complete packages combining public transport, sustainable vehicles and interesting local facilities. The project has succeeded in creating a range of new ICT products, varying from GPS-trails and a GPS-device for kids, webcams on solar energy, digital information columns, a cyber guide to be used on boats and bikes to the toolkit Veenquest, that enables children to discover nature.

Also a variety of innovative bikes (scooter bikes, double riders, a bicycle taxi for two passengers and a driver), some of them suitable for families with a disabled member, and boats (a solar ferry, electric prams and sailing prams) have been developed.

In the field of transportation the holiday survival package Longditch was developed as the result of a contest for entrepreneurs on creating the best holiday package, the holiday package Ottersurvival for children was developed and accessibility was improved by public transport through the Wetterbus, a combination of a bus on vegetable oil and a sustainable boat that take passengers to and through the park.

Germany – Insel- und Halligkonferenz e.V. Region Uthlande

Region Uthlande is located in North Friesland in Germany and covers 5 islands and 3 halligens (muddy flats). The region is surrounded by the National Park Schleswig-Holsteinisches Wattenmeer, the Wadden Sea and the deep sea island of Helgoland. The surrounding Wadden Sea is a nature area which is unique world-wide and therefore protected in the national park. The main function of the park is protection of the Wadden Sea, undisturbed development and recreation. Key qualities of the area are formed by the unique nature and culture. Attractions for tourists include the Wadden Sea, bird or seal watching, boat trips, guided walks, salty marshes and local traditions and history.

The challenge for the Region Uthlande within the Mopark-project was to create sustainable traffic solutions for a visit to the islands. This has been done by setting up two subprojects: one on 'islandhopping' and one on 'improved accessibility'. The islandhopping project was developed in order to have a package offer with sustainable ways of traffic for the low season for tourists from urban areas. The package consists of boat trips, overnight stays, bike rental, regional meals and local events and information about the national park. Tourists can book a trip to various islands and halligens, hotels, service, etc. in one go.

The activities in other parks as regards to disabled encouraged Germany also to concentrate on this target group. This resulted in the making accessible of five beaches for wheel chair users, and even a special tourist package for disabled. Following on from a study on mobility behaviour by tourists and inhabitants, Germany has set up a working unit for regional, sustainable development, that will execute pilot projects on mobility issues as part of an action plan for the next three years.

Norway – Municipalities of Tinn and Vinje

Hardangervidda National Park is the largest mountain plateau in Northern Europe and includes Norway's largest National Park with a size of 3442 m². Its main functions are protection of landscape and (arctic) plant and animal species, nature and cultural monuments. Moreover, the area is available for farming, environmentally friendly outdoor tourism, hunting, fishing and science. Besides, Hardangervidda has the largest population of wild reindeer in Europe. Protecting the reindeer has highest priority on the basis of international agreement. The area has a rich cultural history, a diverse geology, routes for walking in most of the park, and cabins

outside the park border. Regarding tourist qualities it has possibilities for hiking, fishing, and hunting.

One of the main aims was to provide knowledge about Hardangervidda to visitors by offering an educational course regarding several aspects of the park. The combination of traditional learning methods and new technology contributes to this new and creative product. For the improvement of the attractiveness of the National Park web pages and information boards with GPS were designed, providing information about the park. For the improvement of the sustainable behaviour and awareness of tourists 3D maps were applied as well as downloadable GPS/PDA routes. On the passenger ferry Fjellvåken a GPS system was installed with maps and information. The project management itself provided a meeting place between public and private management of Hardangervidda.

As regards to transport systems the next activities were developed: adventure and discovery trips, bike routes as a part of adventure trips and tourist packages, a canalising document with the purpose of directing tourists to the most sustainable areas and activities, and cooperation with local businesses on supporting public transport up to the mountain plateau.

The Netherlands/Overijssel – Province of Overijssel

De Weerribben National Park is located in the province of Overijssel, the Netherlands, and has the main function of nature protection and development, nature oriented recreation and enabling education and research. Main qualities of the Weerribben, a former peat district, are the presence of reeds, woodland, marshlands, moor land and turf ponds. There is an abundance of various orchids and other typical marsh plants, and more than 80 different species of breeding birds. The nearby Wieden nature reserve has the same characteristics and apart from that several large freshwater lakes. Key tourist attractions involve nature areas with possibilities for water sport, cycling and canoeing, several small scale cultural musea, camping sites, visitor centres and water born villages.

Mopark Overijssel has focused on creating sustainable boats in combination with modern information and communication technology in order to attract non-traditional – and more spending - visitor groups to spend a unique more day water holiday in the area. The Otterfleet, owned by the newly established Otterfleet foundation, consists of five electro sloops with different information and communication faculties on board: a built-in tablet pc with a route guiding system that also provides information on nature, restaurants etc. To avoid disruption of the park the electrical system of the sloop is adapted to make it fit for the charging points used for whisper boats. In order to enable tourists to book a holiday with the Otterfleet an online booking system was developed, that is unique because it provides direct contact between customer and entrepreneur without the intervention of an intermediate organisation.

Scotland – Loch Lomond and Trossachs National Park

Loch Lomond and the Trossachs National Park in Scotland covers an area of 1865 km² and shows a great variety of landscapes, varying from moorland, pasture and large areas of woodland to high mountains. Apart from nature protection and recreation/education the park has functions like local development and development control. The key qualities of the park are the diversity of landscapes and the possibility of varied nature experiences. Tourist attractions are the national park itself, the Gateway centre, Forest Parks, Benmore Gardens and Inchmahome Priory.

The project focused on making the area more attractive to different visitor groups, thus encouraging longer stays. An additional goal was the reduction of mobility related pollution by developing sustainable means of transport and gaining experience with new and innovative techniques for information and communication. As regards to the latter category two multimedia interpretive journeys, one by foot and one by boat, and audio guides and PDA's were completed as well as a 3D virtual interactive map about the glacial period. A DAMS(digital asset management)-system and training for staff to operate the equipment and update the content were completed and a metadata structure was set up. As regards to sustainable vehicles a solar ferry was launched in Loch Lomond, that is accessible for wheelchair users. Also two buggies on solar energy were purchased to enable small groups of visitors with a disabled member to explore the area around Loch Katrine. Finally a boat on Loch Katrine was converted for using a more environment friendly diesel.

Sweden –Svalöv Municipality

Söderåsen National Park is located in the south part of Sweden and forms a border between the flatlands in the south and the forests to the north. Its main function is nature protection. It is one of the few parts in Sweden with large deciduous forests with a biodiversity of great value. It is characterised by wild nature with high scientific value close to urban areas. The park represents national interest for nature preservation and recreation. Key qualities of the park are the rich flora and fauna, outstanding geological features, accessible nature and interesting cultural aspects. Main tourist attractions cover nature itself, cultural aspects, castles and a raceway.

In Söderåsen activities in the information and communication category aimed at the set up of a network for local female entrepreneurs with nature as the starting point for their business. As an additional activity to Mopark *Sweden* has developed a 'branding' strategy resulting from the insight that as regards to raising income for the park, a wider communication strategy is needed.

Furthermore the project delivered the development and testing of different information strategies such as GPS and handheld computers, and experiments with the i-pod technique for information, special themes and seasonal information.

In the area of transport a study on possibilities of introducing recreation traffic within the public transportation system between the National Park, Copenhagen and Malmö was realized. Moreover, development of a strategy for a total management system for all public transportation within the municipality, including systems for recreational traffic was done as well as a pilot project for the development of transport systems in rural areas. Regarding sustainable vehicles plans have been made to put electric trains and ethanol buses in operation.

Added value of the Mopark project

Apart from working on the set goals, the project has had a lot of additional effects, that were not expected to this extent. Transnational exchange of knowledge and expertise has had much more added value than expected before. The general opinion is that the project certainly wouldn't have had this output without the benefits of transnational cooperation, which has often contributed to finding solutions for obstacles or complex technical problems that would not have been overcome otherwise. The Mopark project thus has delivered valuable knowledge in which way protected areas in periphery regions can develop and contributes to the goals of the North Sea Programme.

Mopark has on many levels had additional effects, of which the following are mentioned:

- In *England* the work on Mopark functions as a basis for future development for British Waterways: the work at Bugsworth has inspired BW to improve access for disabled to *all* the canals and canalsides they are responsible for (altogether 3200 km). At the same time the work at Söderåsen Park (*Sweden*) has encouraged Svalöv Municipality to improve access for disabled all over the municipality.
- Furthermore Mopark has raised consciousness of stakeholders on sustainability and mobility issues, and put these subjects higher on the agenda of involved organisations. This has for instance in *Sweden* led to a policy decision by the traffic company Skånetrafiken that future public transportation in the Skåne region will be based on an expanded railway system complemented by buses on biogas.
- Following on from the ICT-part of Mopark in *Fryslân* two new ICT-companies have been established. A tourist product on the Waddensea (sailing trips for adolescents combined with educative ICT-applications) was clearly inspired by Mopark.
- Some Mopark results have spread even as far as Eastern Europe: at a conference in Poland interested parties met the developer of the cyberguide in Fryslân and showed interest in transferring the technology to Poland and Lithuania.
- New products for disabled following on from Mopark: Overijssel has a plan to develop a sustainable 'Green Wish Boat' for families with a disabled member, that in the future can be hired with skipper and medical care.
- Also unexpected effects have occurred on a local level. For example in the village of Warten (Alde Feanen National Park), where a solar ferry was launched, a group of 50 villagers started to volunteer as skippers on the ferry, which has a very positive effect on the social cohesion in the village.
- In some cases unexpected contacts between Mopark involved groups have been established: farmers around *Hardangervidda National Park* are exchanging experiences with

farmers in the vicinity of *Loch Lomond and Trossachs National Park* in order to explore common challenges and opportunities for farming and countryside businesses working in or around national parks.

Monitoring by the Cartesius Institute

The Cartesius Institute for Sustainable Innovations, a cooperation of the technical universities in The Netherlands, was invited to the project in order to monitor the results of Mopark in terms of economic, environmental and social impact. The Institute has developed an inquiry aiming to assess the progress of the project regarding the objectives that essentially contribute to sustainability of national parks.

The central question of the monitoring was formulated according to the central aim of the project: how did the Mopark activities contribute to the objective of increasing tourist quality, and generate more income based on park's assets without compromising them?

The monitoring covered a written inquiry with questions providing data about the present situation as regards to income in and around the parks, number of visitors, pollution etc. The inquiry also provided a review of the activities and the opinion of the partners about the benefits of the Mopark project. Apart from the inquiry interviews were held with stakeholders connected to the parks. Also a cost-benefit analysis was carried out regarding the Mopark activities in de Alde Feanen National Park.

Findings and conclusions

The Cartesius Institute has drawn the following conclusions from the monitoring as regards to economic, environmental and social impact of the activities in Mopark.

- *Economic impacts*: the two most significant positive impacts that were caused by Mopark, are rural development and off-seasonal activity. All of the national parks indicated that the activities contributed positively to those two categories in terms of more employment opportunities for the local communities and extending tourist season. Although it is difficult to measure profitability it is assumed that an increased amount of visitors will generate more income in businesses like local cafes, hotels etc. This effect will be even stronger after a future scaling up of the activities generated by Mopark.
- *Environmental impact*: the main positive environmental impacts of the activities of Mopark are linked to substituting fossil fuel with solar or electric power. The main negative effect is due to transportation to and from the national parks considering that most visitors still use their own cars for transportation.
- *Social impact*: project activities have increased awareness of local nature and culture among tourist and communities and encouraged entrepreneurial development. These activities will contribute to social-cultural development in the region, generate new activities, facilitate participation of disabled and increase the level of local involvement in the national parks.
- *Cost-benefit analysis*: The monitoring by the Cartesius Institute has shown which activities are beneficial as regards to the set aims. For example electric boats, solar ferries, handheld GPS and cyber guide are the activities that can foster the sustainability aim of Mopark. They help to generate income for the national park and the local society without bringing any environmental and social negative impacts. Even though activities as webcams, info panels, databases and holiday packages only bring a cost to the park, their social benefits must be considered as well. Although the results are based on assumptions from limited data, they can be used by different stakeholders to help them make decisions on which activities still need improvement, and which activities can be scaled up afterwards based on their own priorities. Although the results are mainly positive, improvements can be carried out as regards to a better promotion for the innovative bikes and electric boats in order to encourage more entrepreneurs to invest in them and thus attract more visitors in the future.
- *Overall conclusions*: The Cartesius Institute concludes that the prime result of Mopark is its spin off in terms of generating innovative ideas and entrepreneurship in rural areas. An impressive number of entrepreneurs, organisations and experts have been involved on behalf of the project. In addition, it is encouraging for sustainable relations between cities and rural areas that interests of tourists for new nature-based technologies and services has been mobilized. The Mopark project has shown that income generating activities can go hand in hand with sustainable use of nature. Natural qualities in the national parks provide a major asset for innovations if combined with creativity and entrepreneurship in the region.

Recommendations

Regarding the management of the National Parks, the parks are presently governed by authorities that focus on restrictions of activities to protect biosphere. However, the management evolves from a protectionist strategy towards a development strategy, which enables to generate income from tourism although at a cost and under uncertainty about effects on the biosphere. The challenge for a national park is to link the public aim to protect the biosphere with the private aim to use the biosphere as a resource. The experiences with some national parks show that some parks are able to generate high income without undermining the biosphere. Firstly, it is shown that a rich biosphere can coexist with tourists in one area. Secondly, innovative options can be found to attract tourism with less pressure on the biosphere. Third, organizations in the parks can foster entrepreneurial activities. The development in this direction needs an entrepreneurial organization to take risks and responsibilities, which the Cartesius Institute calls 'National Park Enterprise'. The National Park Enterprise can develop a market of options for use of the biosphere within and beyond borders of the National Parks under the general regulatory framework, and has the potential to become the largest socially responsible corporation. These recommendations are elaborated in a Green Paper produced by the Cartesius Institute, which has been made available to all partners.

Appendix 2: Overview of activities and follow-up

In the following tables an overview is given of the activities in the categories *information and communication*, *transport systems* and *sustainable vehicles*. It is also pointed out if and how the activities will be scaled up, what the follow up will be and which organisations are involved in this process.

The Alde Feanen National Park

Alde Feanen National Park			
<i>Activities</i>	<i>scaled up</i>	<i>follow up</i>	<i>who will scale up</i>
<i>information & communication</i>			
Solar info panels	perhaps	brochures/advertisement	nature org. Fryske Gea
Solar webcams	pilot, not yet	website, internet	Fryske Gea
SMS system	perhaps	business meetings	entrepreneurs
GPS trail	pilot, not yet	conferences	entrepreneurs
Cyber guide (GPS)	yes	website, National Park	entrepreneurs
GPS for kids	pilot, not yet scaled	meetings	entrepreneurs
Database	not	articles, newspapers	entrepreneurs, NP
Veenquest	pilot, yes	network, stakeholders, meetings	entrepreneurs, school
<i>total: 8</i>			
<i>Transport systems</i>			
Internet route planner	will be scaled up	brochures	Fryslân, NP
Hydrogen taxi	pilot, will be scaled	events, magazine	Tourist office
Wetterbus	yes	brochures	Province of Fryslan
Ottersurvival-game for kids	will be scaled up	brochures	entrepreneurs
Longditch- game	will be scaled up	brochures	entrepreneurs
Holiday packages (result of contest)	will be scaled up	advertisement	entrepreneurs
<i>total: 6</i>			
<i>Sustainable vehicles</i>			
Solar boat "Torenvalk"	not yet, due to technical problem		
Electric prams/boats	pilot, yes		entrepreneurs
Innovative bikes	pilot, perhaps		entrepreneurs, NP
Solar cell ferry for bikes	will be		entrepreneurs
Sailing prams with electric engine	yes		entrepreneurs
Small boats with electric engine	no		
Solar challenge race	yes		Foundation Solar Challenge
<i>total: 7</i>			
total: 21			
Innovations in Mopark	Information & communication	Transport systems	Sustainable vehicles
	Solar infopanel	Wetter bus	Innovative bikes (20 bikes tested)
	Solar webcams	Ottersurvival	Torenvalk
	SMS server	Longditch	Electric prams

	GPS trail	Tourism packages	Sailing prams
	Database	Hydrogen taxi	Solar ferry for bikes
	Veenquest	Sustainable route planner	Small electric boats

In Alde Feanen most activities are scaled up and will be scaled up further, some activities are not scaled due to technical or other problems. Follow up of the activities is planned by means of paper advertisements like brochures, articles in the newspapers, magazines, etc., also by internet, meetings, conferences, events and so on. For scaling up in the future nature organisations (Fryske Gea), tourist offices, entrepreneurs, primary schools as well as authorities will be involved.

The Weerribben National Park

Weerribben National Park			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who will scale up</i>
<i>information & communication</i>			
Route books on sloops	yes	route books	Regional Tourist Office and Otterfleet Foundation
GPS route guiding system	yes + activities to improve system	PC's on every sloop that combines tourism database and GPS-information	I-GPS and Otterfleet Foundation
Navigating routes and short holidays packages	yes	routes and packages on the website and in brochures and in advertisements	Regional Tourism Office, entrepreneurs and Otterfleet Foundation
Online booking system	pilot will start	web based booking system for small objects like boats and bikes	Regional tourism office and Board of Tourism Gelderland & Overijssel
Marketing and promotion	finished	advertisements, free publicity, website, brochures etc.	Otterfleet Foundation and entrepreneurs
total: 5			
<i>Transport systems</i>			
Network of charging points	yes	making use of existing network	Entrepreneurs
total:1			
<i>sustainable vehicles</i>			
5 Electric boats Ottersloop	yes + activities to improve sloops	maintenance (and perhaps expending) of the whole Otterfleet-concept including 5 sloops.	Otterfleet Foundation and entrepreneurs
total: 5			
total: 11			
Innovations in Mopark	Information and communication	Transport	Sustainable vehicles
	GPS-route guiding system with custom built software	adaptation of electrical system of the Otterfleet to existing network of	National contest for sloop builders and yacht architects to

		charging points	make designs for the future Otterfleet that fully fit to the characteristics of this area and the aims of the project
	Navigating routes and short holiday packages that combine navigating with activities on the land		5 electrical sloops with luxury facilities to attract non-water sporters
	Online booking system for small objects (for example sloops)		foundation that maintains the Otterfleet-concept

In the Weerribben National park most activities are scaled up and in the future will be scaled up by regional tourist offices, the Otterfleet foundation and entrepreneurs. The follow up of the activities will be realised through websites, routes and packages on internet, brochures, advertisements, free publicity and through existing networks.

Hardangervidda National Park

Hardangervidda			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who will scale up</i>
<i>project management</i>	-	-	-
Project as a meeting place between public and private management of Hardangervidda	done through meetings, involving different PPO	new application on this theme made to Norwegian government	municipalities
total 1			
<i>Information & communication</i>			
WebPages	yes	regular promotion on the Net	tourist offices, municipalities
Downloadable GPS/PDA routes	yes	meetings	municipalities, possibly local businesses
Info boards with GPS	3 produced	website, internet, promotion in the bicycle packages	tourist offices
Courses about park (incl. 3D technology)	shown two places	Krossobanen and Fjellvåken will develop this in coming years if successful 06.	local transport entrances to Hardangervidda. Krossobanen (cablecar) and Fjellvåken (Boat/ferry).
total: 5			
<i>transport systems</i>			
Adventure/discovery trips	running	tourist offices	tourist offices
Canalising tourism	guide made for businesses, activities adjusted to this	municipalities will use this guide as a tool within tourism development on	-

		Hardangervidda	
Public transport to mountain plateau	supporting and promoting public transport	municipalities and private businesses	-
total: 3			
Total: 8			
Innovations in Mopark	Information and communication	transport	Sustainable vehicles
	Downloadable GPS/PDA on Web incl database	Adventure/discovery trips	Hydrogen act. withdrawn 06
	Infoboards with GPS	Canalising tool, guide	
	Lecturing tourists - 3D technology		

In Hardangervidda project management provides a meeting place between public and private management of the park through meetings. Activities are mostly scaled up, and with regard to the follow up regular promotions through meetings, website, internet, etc will be provided by tourist offices, municipalities and private businesses.

Lille Vildmose National Park

<i>Lille Vildmose activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who will scale up</i>
Information & communication			
3D maps	yes	local TV	municipalities
GPS guiding	pilot, not scaled up	website/internet	County of North Jutland
Digital information board	idea: to install in travel agencies	newspapers	municipality of Aalborg
Video promotion	no	paper maps, more videos from areas, translation	Lille Vildmose centre, municipalities
total: 4			
		newsletters	
transport			
Natura 2000-packages for disabled	yes	internet, leaflets, centre inform.	Lille Vildmose centre, nature centres
Paths and toilets for disabled	yes	promotion	municipalities
Viewpoint for disabled	no	observing usage	
Bird watch tower	no	observing usage	
Car park and path to tower for disabled	no	observing usage	
Primitive campsite for disabled	the design can be used for other sites		municipalities
total: 6			
sustainable vehicles			
Electric bikes		monitoring	nature centres
Horse carts	Cooperation between SME's	internet, promotion	SME's
total: 2			
total: 12			

Innovations in Mopark	Information and communication	transport	Sustainable vehicles
	3D maps	Packages for different users (horseback riding, cyclists, trekkers etc.)	Electric bikes
	GPS	Packages for disabled	Horse cart
	Dynamic systems CMS		

In Lille Vildmose not all activities are scaled up yet. A follow up is planned by local TV, internet, website, paper advertisements like newspapers, maps, newsletters, leaflets, etc. For further scaling up municipalities, Lille Vildmose centre, nature centres and SME's will be involved.

Söderåsen National Park

Söderåsen National Park			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who will scale up</i>
<i>information& communication</i>			
Network for female entrepreneurs	will be scaled	web page	tourist board
GPS/hand held computers	will be scaled	subscription system	tourist board, entrepreneurs
PodCasting technique	will be scaled	communication	municipality, entrepreneurs
total: 3			
<i>transport</i>			
Rental system for bikes		advertisements, printed material	municipality, entrepreneurs
Access for disabled			
total: 2			
<i>sustainable vehicles</i>			
Electric trains		new transport system	transport organizations
Ethanol buses			
total: 2			
total: 7			
Innovations in Mopark	Information and communication	transport	Sustainable vehicles
	GPS/hand held computers	Cooperation with traffic organizations	Electric trains
	PodCasting technique	Rental system for bikes	Ethanol buses

In Söderåsen NP the activities are planned to be scaled up. The follow up is by means of webpages, a subscription system, advertisements, printed material and a new transport system. The organisations that will scale up are the tourist board, entrepreneurs, the municipality and transport organisations.

Loch Lomond and The Trossachs National Park

Loch Lomond and The Trossachs			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Will scale up</i>
<i>information & communication</i>			
PDA & Audio guided tours (note GPS not used on PDAs)	not yet	users completing questionnaires to assess options for future	most probably
3D maps	not yet	users completing questionnaires to assess options for the future	most probably
Digital asset management system (DAMS)	not yet	trailing use of system within NPA	not sure
total: 3			
<i>sustainable vehicles</i>			
Purchase of solar electric boat for disabled	not yet	carrying out options appraisal for future use of boat after Mopark	probably will continue to use boat to similar level – not planning to expand operation
Solar electric buggies	not yet	users completing questionnaires to assess options for the future	not sure
total: 2			
total: 5			
Innovations in Mopark	Information and communication	Transport	Sustainable vehicles
	Audio and Multi media (PDA) tours	-	Solar Electric boat for disabled
	3Dmap	-	Solar electric buggies
	Digital asset management system	-	

In Loch Lomond and The Trossachs the activities are not scaled up yet and most probably will be scaled up further. Follow up is done by questionnaires assessing options for the future.

British Waterways

British Waterways			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who will scale up</i>
<i>information & communication</i>			
Transport systems(improved access)	can be scaled in the future	water bus service	British Waterways, local authorities, private sector
Improved interpretation plan	can be scaled in the future	on-site interpretation	British Waterways
Courses for schools	can be scaled in the future	visitor centre at Bugsworth	British Waterways, local authorities
Access for disabled	can be scaled in the future	linking canal and transport	British Waterways, local authorities, transport operators
total: 4			

Innovations in Mopark	Information & communication	transport	Sustainable vehicles
	Courses for schools		
	Improved access, interpretation plan		
	Access for disabled		

British Waterways indicates that the activities can be scaled up by organisations like local authorities, the private sector and transport operators. The follow up is realised through on-site interpretation, a visitor centre at Bugsworth and through linking canal and transport.

Region Uthlande

Region Uthlande			
<i>activities</i>	<i>Scaled up</i>	<i>Follow up</i>	<i>Who Will scale up</i>
information & communication			
Improve of attractiveness of NP		flyers for 'Islandhopping'	tourist organizations
Packages 'Islandhopping'		traffic qualification	cluster of island communities
total: 2			
Innovations in Mopark	Information and communication	transport	Sustainable vehicles
	Improvement of attractiveness	Tourism package 'Islandhopping'	

In Region Uthlande the activities will be scaled up by tourist organizations and the cluster of island communities (Insel- und Halligkonferenz). The follow up will be done through flyers for islandhopping and traffic qualification.

Appendix 3: Programme level results and impacts

You **only** have to complete the section for the measure under which you applied and for any other measures that your project influenced (questions 3 and 3.2 of the application). Please enter a '0' if you did not contribute to an indicator listed under your measure(s).

Measure	Type	Indicator	Result	Not relevant
1.1	R	Number of town networks operating		
	R	Number of towns participating in town networks		
	R	Number of initiatives on spatial development (e.g. innovative housing, investments)		
1.2	I	Number of people moving into the region		
	I	Number of businesses established in regeneration areas		
	I	% increase in satisfaction of users of quality of urban environment		
	I	Number of new services in urban spaces		
	R	Number of new networks within the regions		
	R	Number of regions involved in networking		
	R	Number of improved public spaces		
1.3	R	Number of regenerated & redeveloped sites		
	I	Number of regions reporting reduced outmigration		
	I	Number of people using new services		
	R	Number of new services established (social, economic, transport)		
	R	Number of rural or urban-rural networks operating		
	R	Nr of new or safeguarded jobs		
	R	Number of new tourism offers		
1.4	R	Number of sites and areas affected		
	I	Number of water sites (river beds/soils, plants) improved / m of water sites		
	I	% increase in satisfaction on quality of life (in the regions concerning)		
	I	Number of tourists		
1.5	R	Number of initiatives to improve tourism, water quality or the quality of life		
	R	Number of shared innovative research studies		
1.5	R	Number of sites and areas affected		
	R	Number of sites and areas affected		

Measure	Type	Indicator	Result	Not relevant
2.1	I	Number of regions reporting measurable increase in use of sustainable transport		
	R	Number of new sustainable transport standards		
	R	Number of sustainable transport infrastructure		
	R	Number of sustainable transport services		
	R	Number of jobs created		
2.2	I	Number of identified viable transport routes implemented		
	R	Number of viable transport routes identified (solutions)		
2.3	I	Number of organisations shifting cargo from road to water&rail		
	I	Decreasing number and severity of shipping accident from... to...		
	R	Number of queries about intermodal solutions		
	R	Number of activities increasing maritime safety / reducing risk		
	R	Number of responsible national authorities involved in these maritime activities		
	R	Number of improved logistic services for water&rail		
2.4	I	Number of organisations using new ICT opportunities (mainly SMEs, also new start ups)		
	I	Number of jobs created		
	R	Number of new ICT services established (having website, direct sales online, bus to bus online, establishing partnerships, software, hardware, forums)		
	R	Number of organisations better prepared for using ICT opportunities		
2.5	I	Number of regions with improved access to public information through ICT		
	I	Number of organisations using new ICT services		
	R	Number of ICT systems created for improved access to public information		
	R	Number of new organisational structures for improved access to public information established		

Measure	Type	Indicator	Result	Not relevant
3.1	I	Number of sites where preserved landscapes or cultural heritage provide new economic and social opportunities		
	R	Number of sites with sustainable protection of cultural and historical heritage		
	R	Number of sites with improved natural landscapes		
	R	Number of ha of improved townscapes		
	R	Number of km river improved		
3.2	I	Number of visitors using new tourism offers	n.a.	
	R	Number of sites with new tourism offers	8	
	R	Number of new tourism offers	43	
3.3	I	Number of regions reporting reduction in waste volume		
	I	Number of sites with new renewable energy infrastructure implemented		
	R	Number of initiatives for recycling or reducing waste applied		
	R	Number of renewable energy technologies developed		
	R	Number of sites prepared for sustainable energy infrastructure (locate sites, small scale plants, helping regions to plan for offshore windfarms)		
	R	Number of initiatives implemented for sustainable management of the north sea (waste, fish stock)		
	R	Number of jobs created		
3.4	I	Number of initiatives to protect environment of the coastal zones		
	I	Number of initiatives on management of marine resources		
	I	Number of initiatives for sustainable economic development in the coastal zones		
	R	Number of regions participating in networks using integrated coastal zone management		

Measure	Type	Indicator	Result	Not relevant
4.1	I	Number of people at less danger from flooding		
	I	Number of water systems improved		
	I	Number of river basins with sustainable management plans		
	I	ha of retention sites established and improved		
	I	km of river improved		
	R	Number of effective initiatives for securing water supply		
	R	Number of effective initiatives for improving water quality		
	R	Number of effective initiatives for preventing flooding		
	R	Number of tourism sites created		
4.2	I	ha with improved water quality		
	I	m3 water quality improved		
	R	Number of implemented initiatives improving water quality		
	R	ha positively affected by measures improving water quality		
	R	Number of sites established improving water quality		
	R	km of river improved		
.3	I	Number of people at less danger from flooding		
	R	Number of coastal defence & flood prevention infrastructure sites implemented		
	R	Number of risk management initiatives implemented		

Appendix 4: Project indicators

Activity Indicators	baseline	target	Unit
1. Number of organizations involved in the project	25	75	304
2. Number of people involved in the project	30	500	971
3. Number of transnational meetings	0	20	?
4. Number of newsletters (edition of 500)	0	6	6
5. Number of reports (edition of 250)	0	4	4
6. Project internet site	0	1	1
7. Introduced new tourist products based on info& communication technology	0	8	20
8. Introduced environmentally friendly vehicles	0	25	31
9. Introduced new transport systems and improved systems	0	6	11
10. Pilot activities appraised on costs and social benefits	0	8	10
Output Indicators			
1. Best practices for introducing applying environmentally friendly technologies in an economic viable way	0	5	5
2. Insight in cost and benefits of pilot activities	moderate	improved	improved
3. Evaluated pilot projects	0	20	14
Result Indicators			
	baseline	target	unit
1. Income from tourism in partner regions		improved	improved
2. New ideas for economic viable environment friendly activities	0	10	14
3. 'Green Paper' with guidance for best ways to generate income by environment friendly innovations	0	1	1
4. The share of polluting visitors km / total visitors km.		reduced	reduced
5. The number of non-polluting visitors km	low	increased	increased
Impact indicators			
1. Emission of CO2		reduced	reduced
2. Sustainable behaviour of visitors in nature areas		improved	improved
3. The attractiveness of the North Sea Region for visitors		improved	improved
4. Participation of rural areas in economic progress		improved	improved
5. The number of non-polluting visitors km	low	increased	increased

The indicators are related to the overall project results and promotion activities, which indicate the sustainability aspects of the project.

Project indicators are presented in terms of *activity indicators*, *output indicators*, *result indicators* and *impact indicators*. As seen from the table, the target for almost each indicator is achieved and in some cases even over reached.

As regards to **activity indicators** the category number of involved organizations and people involved is much more than it was targeted. With regard to the activities six new activities are introduced in Alde Feanen in the information and communication category: solar infopanel, webcams, SMS server, GPS, database and the interactive game for kids Veenquest. In transport systems new products are introduced as well: the Wetterbus, games like Ottersurvival and Longditch and a hydrogen taxi. In sustainable vehicles 4 different kinds of bikes have been tested, as well as the Torenavalk, electric prams, sailing prams, a solar ferry and small electric boats (in total 6 activities; see chapter 2.3, table 9). In the Weerribben three activities have been introduced in information and communication: a GPS system, navigating routes and an online booking system. In transport systems a network of charging points was introduced and in sustainable vehicles 5 electric sloops with innovative facilities on them (see chapter 2.3, table 10). In Hardangervidda downloadable activities as GPS/PDAs, infoboards with GPS and

lectures for tourists have been introduced in the information and communication category. In transport systems adventure trips and a canalizing document was introduced (see chapter 2.3, table 11). Lille Vildmose came up with 3D maps, GPS and CMS dynamic systems in the information and communication field.

In transport systems there are packages for different users, like cyclists, or disabled visitors. In sustainable vehicles electric bikes and horse carts have been introduced (see chapter 2.3, table 12). In Söderåsen GPS and the podcasting technique have been introduced in information and communication. In the area of transport systems a rental system for bikes, and in sustainable vehicles electric trains and ethanol buses have been introduced (see chapter 2.3, table 13). In Loch Lomond in the information and communication category PDAs, 3D maps and a digital asset management system have been introduced, and in sustainable vehicles solar boats and solar buggies (see chapter 2.3, table 14). In British Waterways mostly courses for schools and an interpretation plan for improved access and access for disabled have been introduced (see chapter 2.3, table 15). In the Region Uthlande a tourist package for islandhopping has been introduced (see chapter 2.3, table 16).

Regarding **output indicators** best practices introduced in Mopark from Fryslân are: infopanel, GPS routes, the Wetterbus, a ferry on solar cells, and the Veenquest. Pilot projects from Fryslân are: Wetterbus, Torenvalk, innovative bikes, electric prams and sailing prams with an electric engine and GPS on boats.

Regarding **result indicators** income from tourism in partner regions has improved as a result of the development of several activities in different partner regions. The share of polluting visitors has been reduced because e.g. diesel engines have been turned into electric engines and diesel engines would have been much more polluting. Another example is the solar cell ferry, that creates a safe route for bikers; usually people would have taken their cars for this round, now they use bikes. On the whole the electric engines on small boats, the ferry, the innovative bikes and other innovative mobility has played a positive role in the increase of the number of non-polluting visitors.

Regarding the **impact indicators**, electric engines have reduced emissions of CO₂. Behaviour of the visitors has been improved by using holiday packages which provide a safe way of leading tourists through national parks so that nature damage by tourism can be prevented. Web cams on solar cells make visitors more conscious about the value of the nature. New technologies in the national parks attract more visitors, so the attractiveness of the region has been improved. Cultural and historical issues are included in holiday packages making them more attractive, as well as new forms of sustainable transport. Moreover many entrepreneurs and inhabitants in different regions are involved in the project and many enthusiastic people are willing to work in the project. Especially involving entrepreneurs in the innovative activities has contributed positively into economic progress of the involved areas.