

WP4 Summary

Asbjørn Hagen

Irene Andreassen

Anne Kristiansen

Benny Sætermo

Lena Rubensdotter



**Northern
Periphery
Programme**

2007–2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Focus

- The educational methods and models developed in WP 3 will be connected to the renewed learning environments of park sites, visitor centres and local communities.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Goal:

- Tested best-practises in education environments contributing cost-effective results for education modules.
- The basic needs for successful environmental education in relation to outdoor education schools and educational visitor services are examined and reported after scientific feasibility analyses.
- The possibilities for connecting environmental education, park sites, visitor centres and local community-based services are reported in the context of sustainable educational tourism.
- By developing sustainable educational tourism in co-operation with the local people and SMEs, the members of the local civil society have better possibilities to earn their living, and the awareness of environmental matters increases also among the locals.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Main transnational deliverables

- 13 new education environment sets ready for use.
 - Results:
 - <http://www.uef.fi/need/learning-environments>
- Report of the best practice to integrate the educational and tourism environments.
- Proceedings of the international conference on WP4.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 19 – Goal:

“Designing and producing pilot environments for environmental education target groups”

- Finland – 4 environments
- Iceland – 3 environments
- Norway – Geo- laboratory
- Ireland – 3 environments



Northern
Periphery
Programme

2007–2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 19 - status:

- Update 26.5.2010
(To be reported and transits to web-site until 15.9.2010)
- Finland 2 inside the env. centres, 3 trails,
- Iceland 1 NEED edu-exhibition to be opened this summer, 1 trail ready, 2 trails to be finished in next summer, geo-site network with 7-10 locations on map to be finished in the summer.
- Norway 1 inside the centre, 1 trail, 1 outside spots with coordinate to be presented on z-card.
- Ireland 2 trails in parks, geo-site including 9 locations with map, 2 indoor geo-edu exhibition.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 20

“Feasibility analyses of the possibilities to integrate the educational and tourism environments for economically sustainable development”



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 20 – status

- Update 26.5.2010. Every country puts national reports in Moodle 15.9.2010 and Norway makes the final summary shortly until 30.9.2010.
- Finland has made survey of schools and reported.
- Iceland demand survey for schools is to be done and interviews to be done on summer 2010 for tourists.
- Norway analyses the economical opportunities for SMEs and makes a summary about the today demand for schools according their own knowledge. - Anne Oct.13 act.20 &25
- Ireland has done school survey with 60 responses and report.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 21

“Reporting about the working and the results of WP 4 Actions”

- Finland
- Iceland
- Norway
- Ireland



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Action 22

International conference for partners: WP “NPP/NEED for Innovative educational environments integrated for nature tourism”

*“Learning environments fluctuating the Arctic Circle”
Proceedings / presentations*



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

Focus & goals vs output:

- Focus: the educational methods and models developed in WP 3 will be connected to the renewed learning environments of park sites, visitor centres and local communities.
- Goals – slide 3 + actions.
- Revitalizing the known environments. Giving content and methods.
- Opportunities for Schools and SMEs
- Integrated to WP5.



Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT



**Northern
Periphery
Programme**

2007–2013

Innovatively investing
in Europe's Northern
Periphery for a sustainable
and prosperous future



European Union
European Regional Development Fund



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

NEED Conference Ireland October 2010



Reportings from Norway on
WP 4: Action 20
and
WP 5: Action 25

Act. 20: Feasibility analyses of the possibilities to integrate the educational and tourism environments for economically sustainable development

– Delivery NNPS: Study about supply and demands.

- **Meeting with the SMEs spring 2010 where these points were agreed upon:**

- ✓ Development of a brochure that covers “hotspot” learning environments in the area and also maps the SME’s.
- Possibility to make a digital information portal which covers the SME’s and also the trails and the learning environments.
- ✓ Increasing knowledge of the local geo sites of the SME’s in order for them to be teaching/guiding about the area for themselves.
- ✓ Learning more about each other’s special activities and offers, so all of the SME’s can act in a small network, sending travelers among them.

Action 25: Social benefits gained through environmental education

– Delievery NNPS: Customer demand and satisfactory survey.

1. Meeting and geo-course with SMEs, locals and State Rangers June 2010.

2. Analysis about the schools use of the NNPS:

- *The Norwegian school system demands that teachers should be able to teach every subject in school.*
- *There is very limited resources for schools to visit educational centres.*
- *NNPS offers free education and still schools have problems with transport (long distances in Norway).*
- *But, the SMEs could offer accommodation and catering when schools come.*

3. Customer satisfactory survey for NNPS August 2010.



Customer Satisfactory Survey for NNPS

2007

(2nd season after opening)

122 respondents

Nationality: 66,6% were Norwegians

Gender: Males: 48% Females: 52%

Age:

6-19: appr. 20% 50+: 51,6%

Why are you in Saltdal?

Daytrip/transit: Appr. 20%

When did you decide to visit Nordland National park Centre?

At home before departure: 45%

How long did the visit last?

More than 60 minutes: 38,5%

Summer 2010

(NB. 1 month registration in August)

31 respondents

Nationality: 77,4% were Norwegians

Gender: Males: 44% Females: 55%

Age: 0-19: 16,6%

20-35: 16,6% 36-49: 23,3%

50+: 43,3%

Why are you in Saltdal? Live here: 12,9%

Daytrip/transit: 61,3%

On vacation here: 25,8%

When did you decide to visit Nordland National park Centre?

In course of the trip: 17,2% Today: 51,7%

At home before departure: 31%

How long did the visit last?

Less than 30 min.: 6,7%

30-60 min.: 43,3% More than 60 min.: 50%

2007

Where did you first hear about Nordland National Park Centre?

On Internet: 2,8%
In a holiday magazine: 7,6%
When we stopped to eat: 7,6%
SMEs: 11,8%
In a tourist information: 13,1%
From acquaintances: 14,5%
Newspaper/media: 15,2%
When we drove past: 33,1%

How were the service and guidance from the centre office? Very good: 96,7%

Should the exhibitions have been guided?
Yes: 19% No: 81%

How did you experience the exhibitions/center as a whole?
Very good: 54,1% Good: 41,8%

Summer 2010

Where did you first hear about Nordland National Park Centre?

On Internet: 0%
From a geo scientific source: 0%
In a tourist information: 5,9%
In a holiday magazine: 5,9%
SMEs: 11,8%
Newspaper/media: 14,7%
When we stopped to eat: 14,7%
From acquaintances: 20,6%
When we drove past: 26,5%

How were the service and guidance from the centre office? Very good and good: 100%

Should the exhibitions have been guided?
Yes: 16,7% No: 83,3%

How did you experience the exhibitions/center as a whole?
Very good: 72% Good: 28%

2007

Which parts of the exhibitions did you enjoy most?

Geology and landscape: 16,3%

Plants and animals: 21,6%

Settlements, industry/trade and outdoor life: 15,3%

Nature conservation and administration: 6,3%

The film show: 15,8 %

The library: 1,1%

The whole centre: 23,7%



Summer 2010

Which parts of the exhibitions did you enjoy most?

Geology and landscape: 25%

Plants and animals: 29,5%

Settlements, industry/trade and outdoor life: 20,5%

Nature conservation and administration: 9%

The film show: 11,3%

The library: 4,5%



Summer 2010 (separate questions)

Would you be interested in guided walks around Storjord? Yes: 57,9% No: 42,1%

Which activities did you enjoy?

Lasso throwing, jigsaw puzzle, the climbing wall, stone cutting (2), coffee and waffles, many: feel and see activities, bird call listening, fire steel, film show, drinking flower lemonade and bonfire coffee, sense of direction, rocks, everything (7)

Would you be interested in a holiday package with local geo-guiding, accommodation and food? Yes: 56,2% No: 43,8% (Like to go around by myself, live close by, prefers private arrangements)

Would you be interested in more information about rocks (geological brochures, maps, books, films)?

Yes: 50% No: 50%

Did you learn something about geology that would be useful?

No: 42,1% Yes: 57,9% (Formation of fjords. Explanations for grandchildren.)

Have you read the brochure "Storjord's Geology"?

41,9% read the brochure and all found it interesting to read.

Did the brochure inspire you to walk around Storjord? Yes: 46,1%

Conclusion survey 2007 vs 2010

Small sample of visitors in 2010 mean that conclusions must be drawn with caution.

- However we see that visitors want information and knowledge.
- The interest for geology is increasing (from 16 to 25%)
- The customer surveys show that visitors are overall very satisfied with the centre, exhibitions and activities.
- Recent years the centre has had more focus on activities ("hands and body on"), and visitors value these.



Conclusions of actions 20 and 25

- There are signs of a growing market for new adventure products connected to geology and education.
- Possibilities of small scale educational tourism as part of other business.
- Possible geo-products for the SMEs
- Potential for programs directed towards schools, but some practical and economic obstacles.
- i.e: NNPS live partly off offering schools activities financed through governmental funding and projects.
- We have through NEED formed the basis for commercialization of some products.
- Through NEED we have raised the awareness among “supervisors” at different levels (extended context).

