



NEED WP5 Finnish Action 25



METSÄHALLITUS



Social capital gain

in the NEED Env Edu Network;
case Koli, Rantasalmi and Leivonmäki

Main objectives:

to find the capacity of partners to do the services for nature schools
in cooperation with the learning environment managers

- capacity for services
- capacity for cooperation and networking (social capital level)

Key indicators for social capital (Bourdieu, Putnam) :

- activities in networking; change of information
- trust among the actors in the network

Survey on enterprises and associations

Questionnaires sent 92

Rantasalmi 21, Koli 57 and Leivonmäki 14

Answers received 30 (33 %)

Rantasalmi 29 %, Koli 26 % and Leivonmäki 64 %

Family enterprises 45 %, external workers on high seasons

Small size dominant

Tourism plus something else

20 % of enterprises with annual sales over 150 000 e

60 % of enterprises with less than annual 1500 customers



INTERREGIVB NEED project



NORTHERN ENVIRONMENTAL
EDUCATION DEVELOPMENT

***SURVEY FOR DEVELOPING THE GEO CAMP SCHOOL SERVICES
AROUND NATURE PARKS***

DATE _____

N* _____

1. The name of your company _____

2. Year of founding the company _____

3. The field of your company ? (e.g. accomodation services)

4. The quantity of the clientel in 2008 ?

Consumers, an estimation _____ individuals

Other companies to which you supplied with goods or services _____

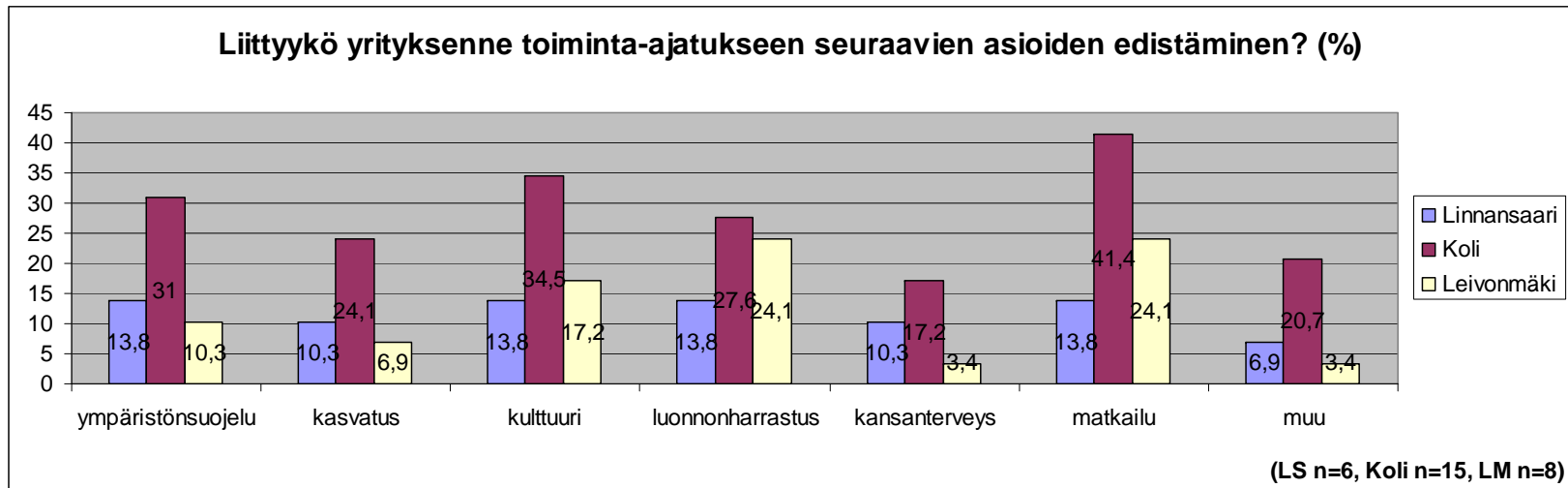
5. How many owners or members did your company have in 2008 ? _____

23. Please estimate how much your company trusts in the following organisations concerning their ability to develop sustainable nature tourism in your area?

Please use the scale from 4 to 10 (4 being the least trust you might have and the 10 represents the most trust in an organisation).

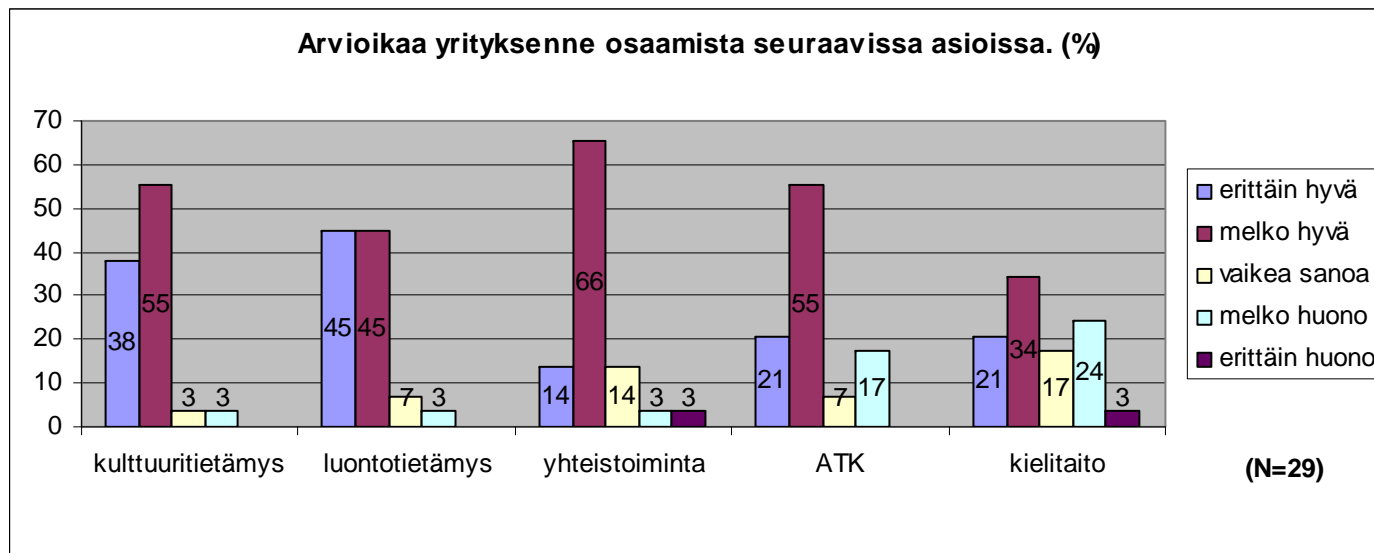
Park manager	
Geological sight manager	
NGO	
Hotel	
Local NGO	
Local enterprise	
Guiding enterprise	
Tourism NGO	
Other enterprises working in the park area? _____	_____
_____	_____
Other NGOs working in the park area? _____	_____
_____	_____
City	
Local Environmental Administration	
Ministry of Environment	
Center for local economy	
The County administration	
Enterprise	

Business profile



Environm. Conservation
Other
Education
Culture
Nature activities
Health
Tourism

Know-How of the enterprises



Culture

Nature

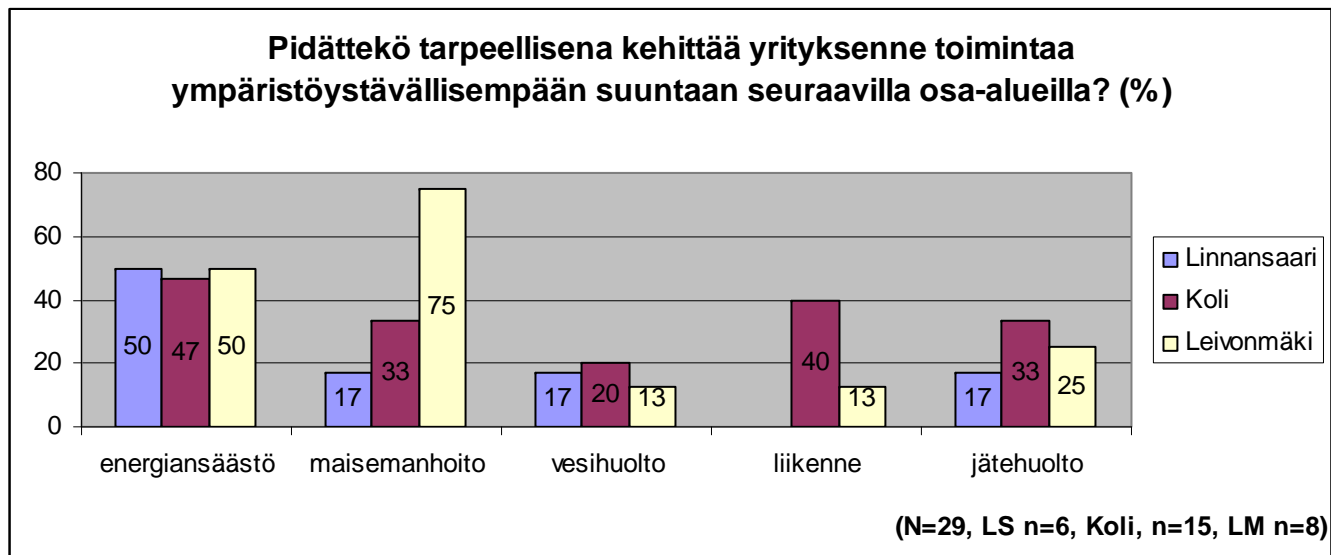
Cooperation

ICT

Languages

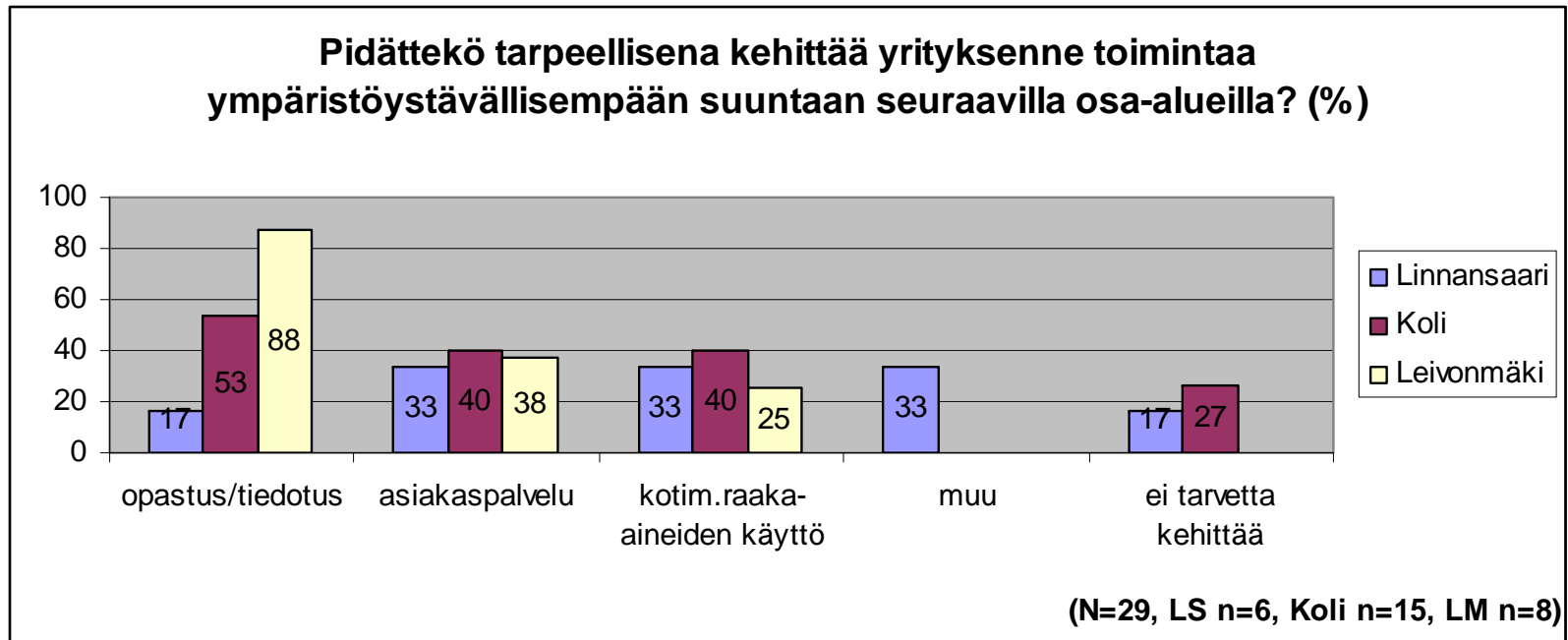
Very good
Rather good
?
Rather bad
Very bad

Environmental development needs



Energy Landscape Water Traffic Waste

Environmental development needs 2

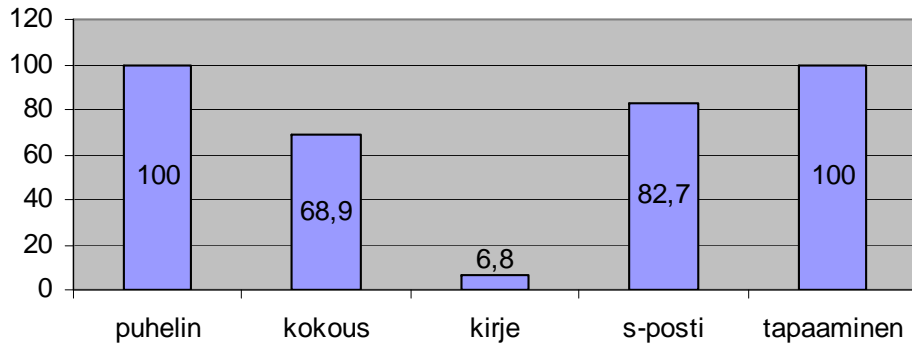


Guidance dev Customer serv Local materials Other No need for

Contacts to partners

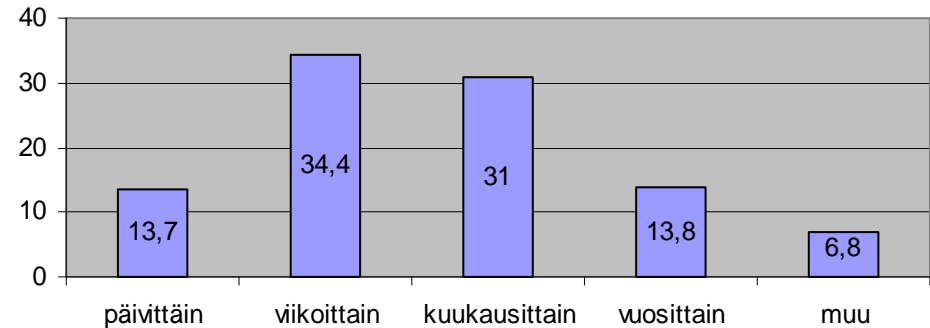
Internet daily 80 %

Millä tavoin yrityksenne pitää yhteyttä yhteistyökumppaneihinsa? (%)



(N=29)

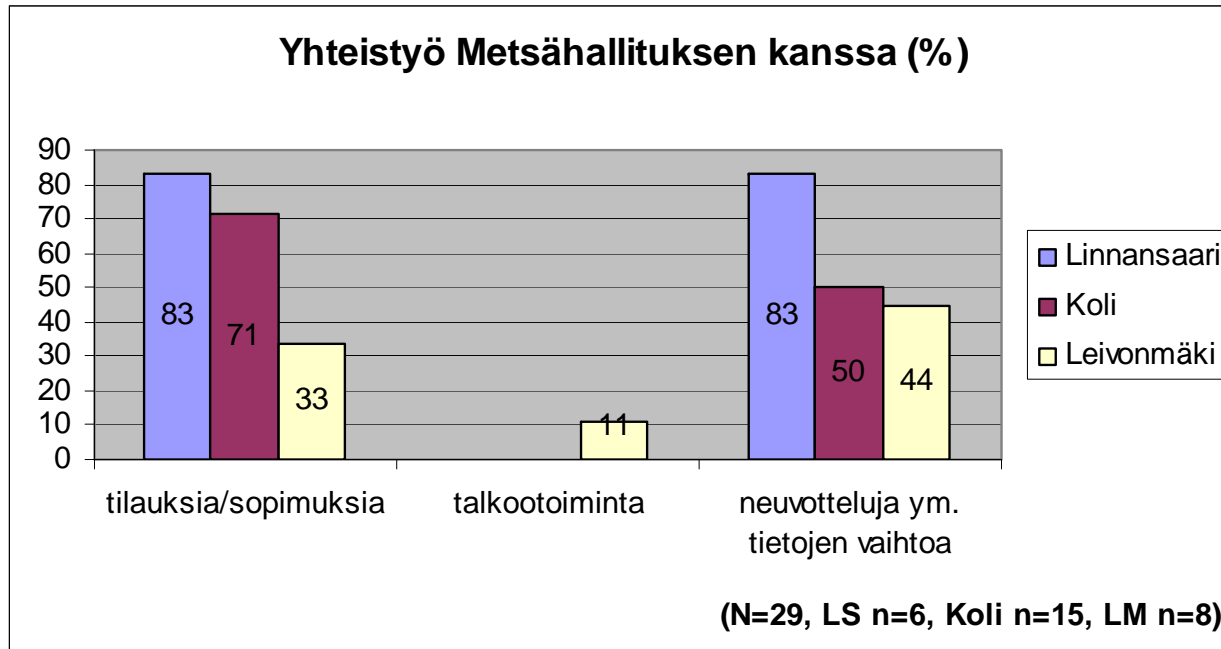
Kuinka usein yrityksenne on yhteydessä yhteistyökumppaneihinsa? (%)



(N=29)

Telephone Meeting Letter Email Seeing Daily Weekly Monthly Annually Other

Businesses and Cooperation with Metsähallitus in NPs



Orders,
contracts

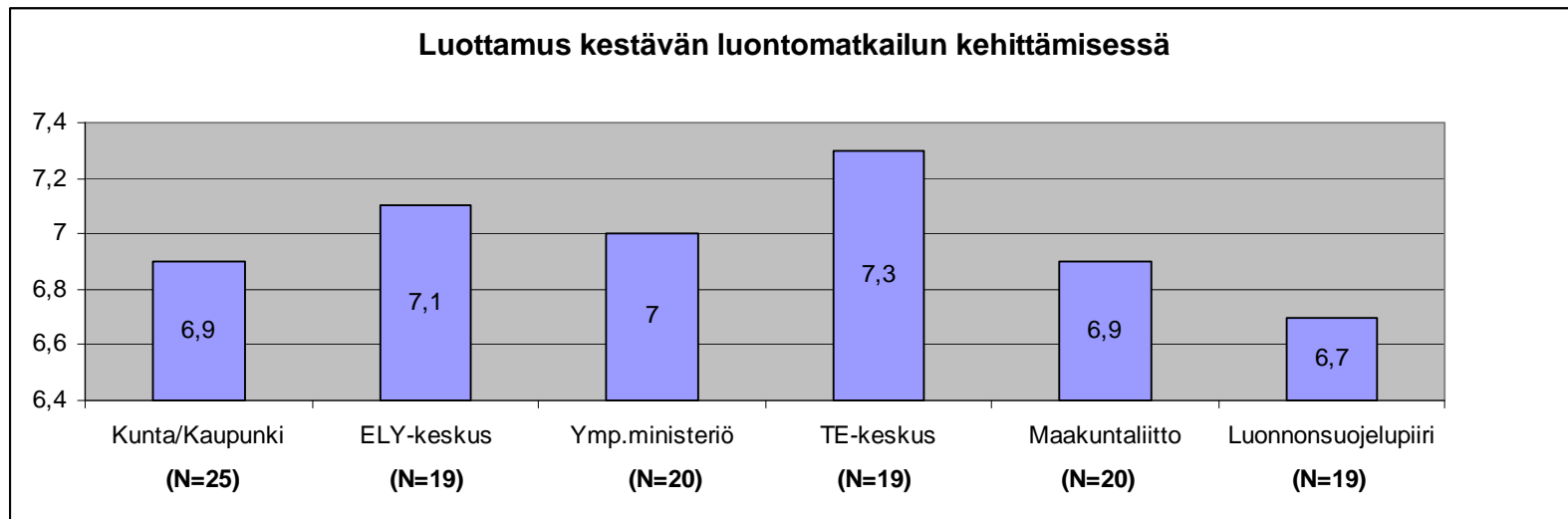
in kind

negotiations
information

Trust on public actors

Trust on Metsähallitus

- Koli 8,9
- Linnansaari 8,2
- Leivonmäki 7,4



Municipal
NGO

Reg Env Centr

Min of Env

Reg Dev Centr

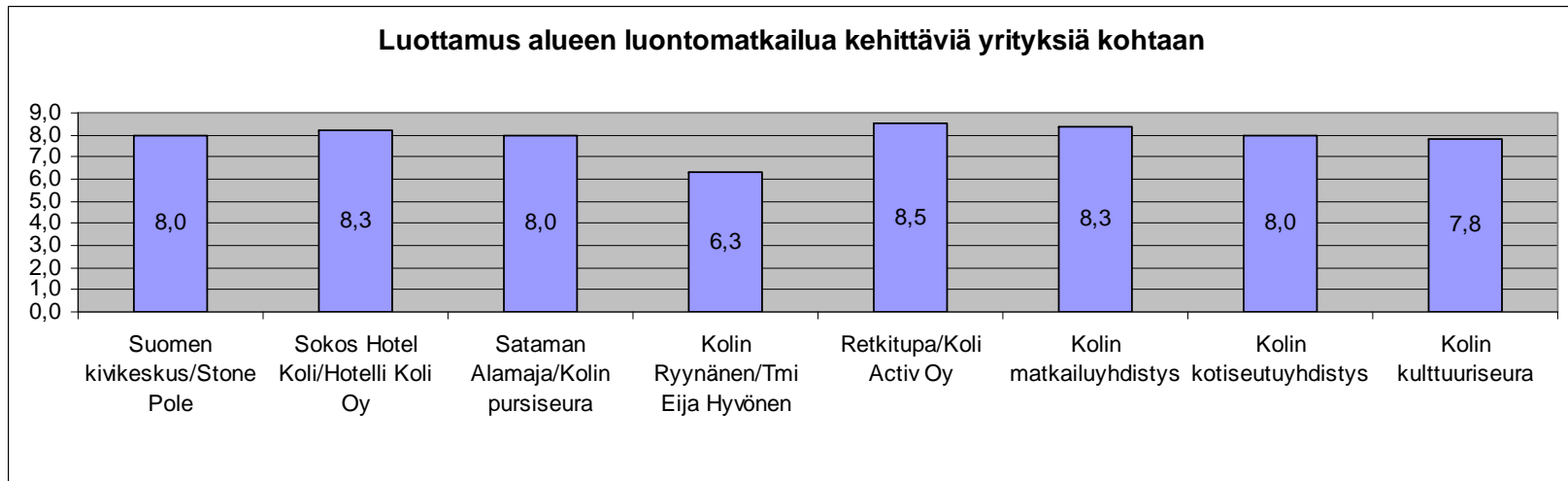
Regional Council

Env

Trust on other enterprises

Trust on Metsähallitus

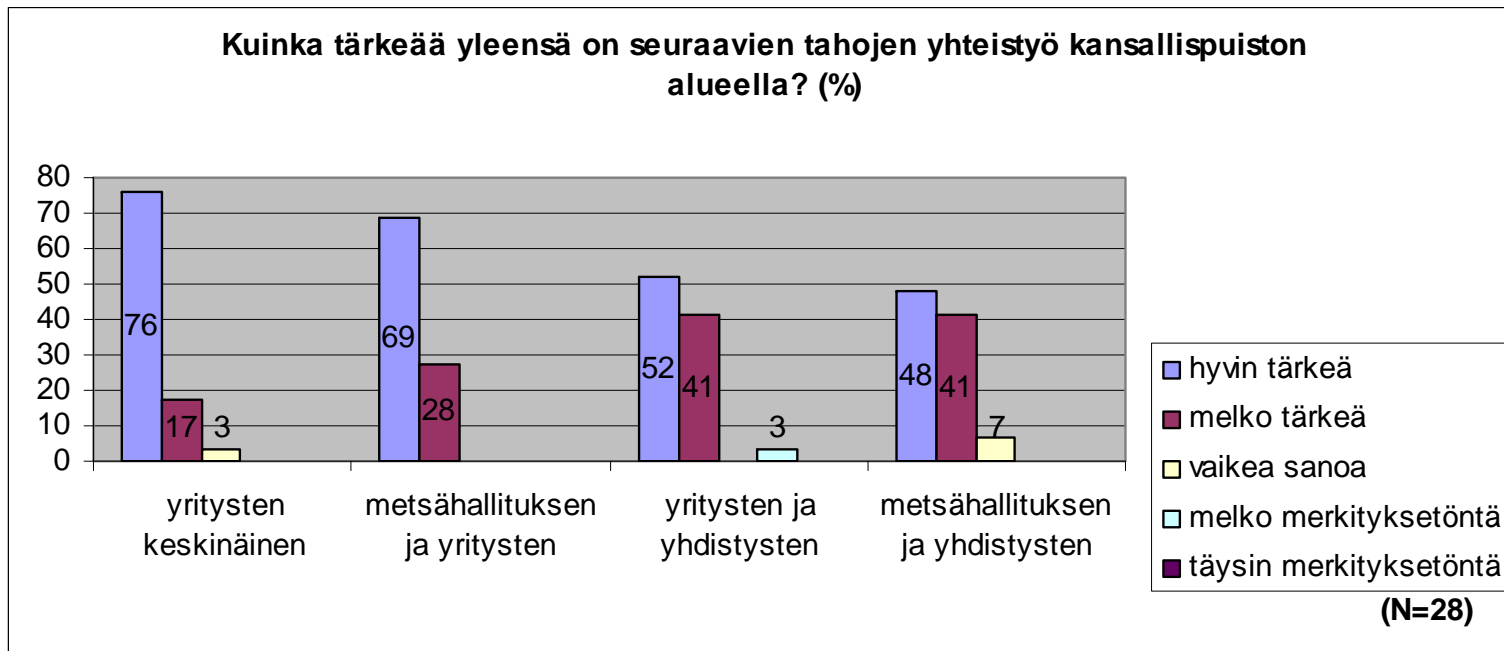
- Koli 8,9
- Linnansaari 8,2
- Leivonmäki 7,4



Hotel Koli Sailors

Koli Tourism

Importance of partnerships in connection of National Parks



Very imp
Rather imp
?
Rather non
Not at all

Between
associations

Businesses

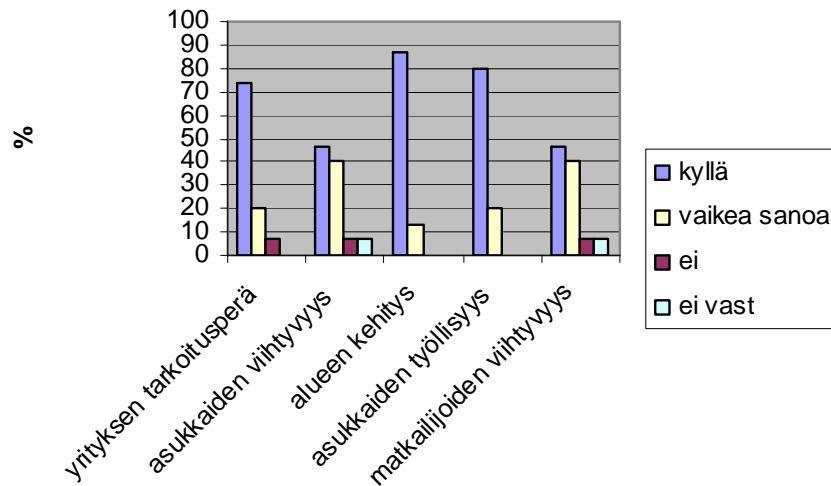
Metsähallitus
and businesses

Businesses
and associations

Metsähallitus
and

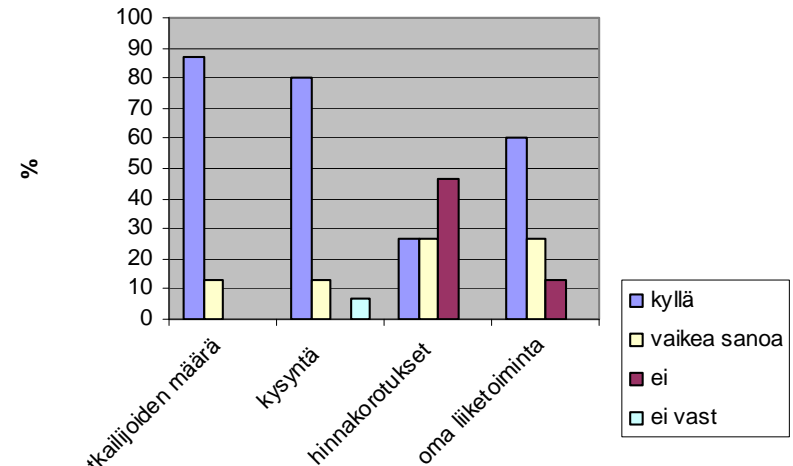
Economical opportunities due to camp schools

Voisiko leirikoulutoiminta mielestänne edistää
Kolin alueella seuraavia tekijöitä?
ALUEKEHITYS



Muuttuva tekijä alueella

Voisiko leirikoulutoiminta mielestänne edistää
Kolin alueella seuraavia tekijöitä?
TALOUS



Muuttuva tekijä alueella

What we learned

- Enterprises focus on nature education; **but slowly and selectively**
- They do not know enough about the substance; **geo-info needed**
- They communicate actively and want it more; **facilitate it**
- They trust us on high level, to other public actors less and not very much to each others; **earn it, use this advantage**
- There always are the forerunners which the others are following; **recognize them and run in front line with them**
- Large variation inside and between the regions; **benchmarking**
- Optimism about the potential business development on education and regional development; **show it in practise with monitoring**
- Active networking needed; **a FORUM organized by the forerunners for development is the key**

Thank you

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NEED Finland



Northern
Periphery
Programme

2007–2013

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



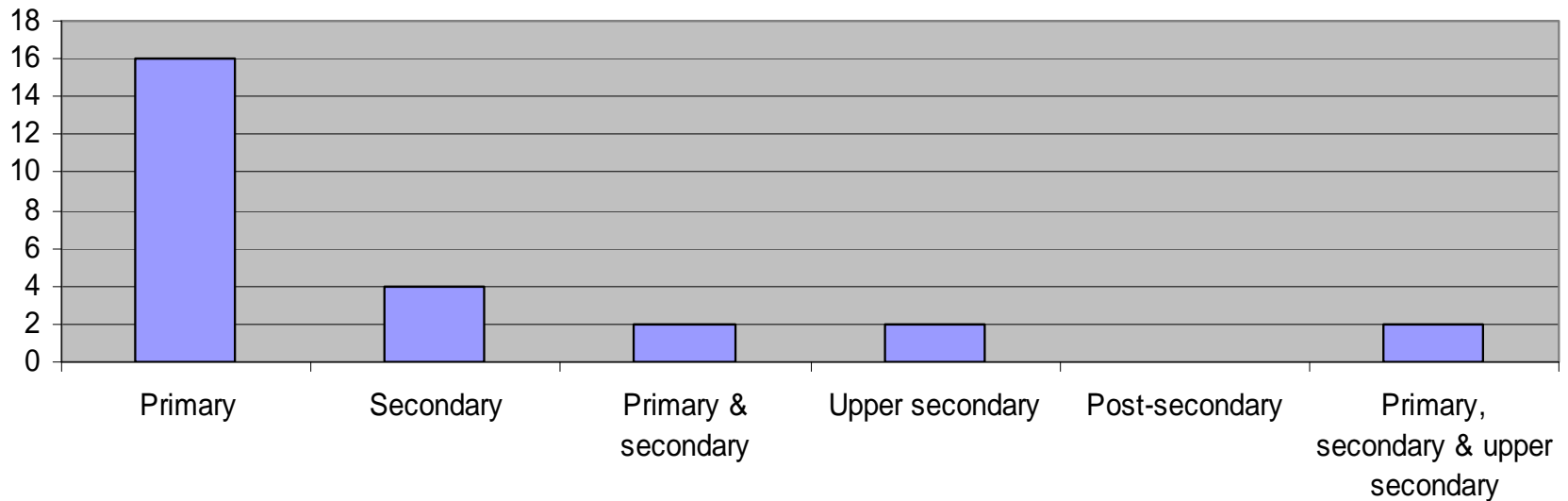
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European Regional Development Fund



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NEED Action 20; SUMMARY OF THE TEACHER INQUIRY RESULTS; FINLAND

1. The respondents' grade of teaching (number of observations, n = 26)





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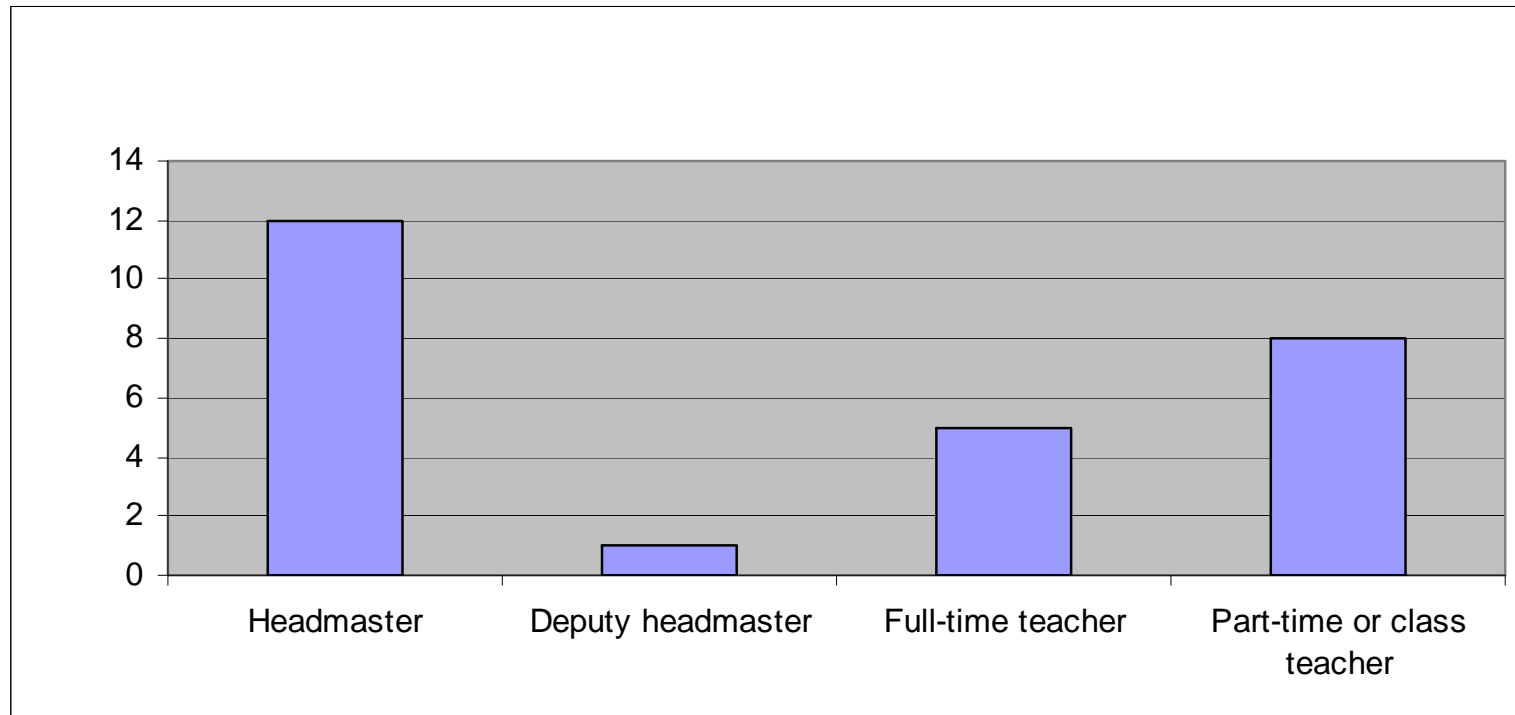


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2. The respondents' occupation (n = 26)





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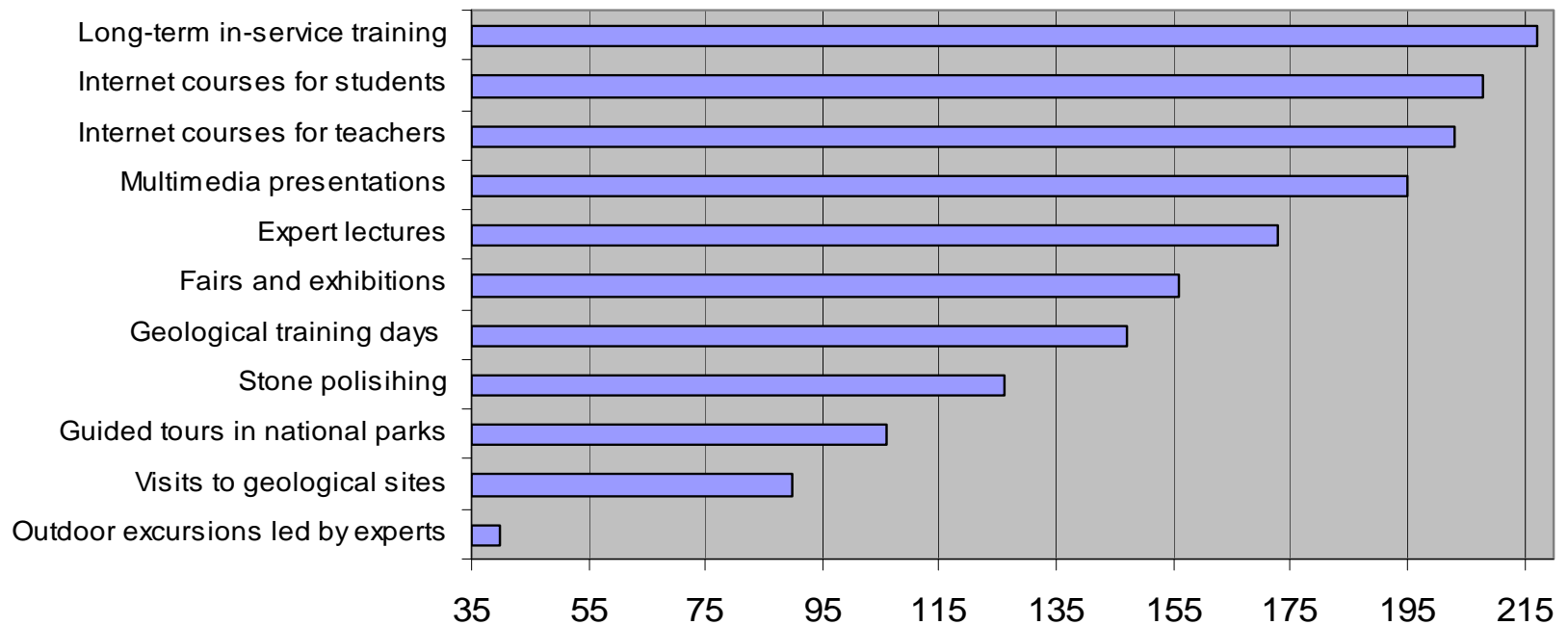
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3. Preferred types of in-service training

The respondents were asked to score 11 alternatives on a scale from 1 (most preferred) to 11 (= least preferred)





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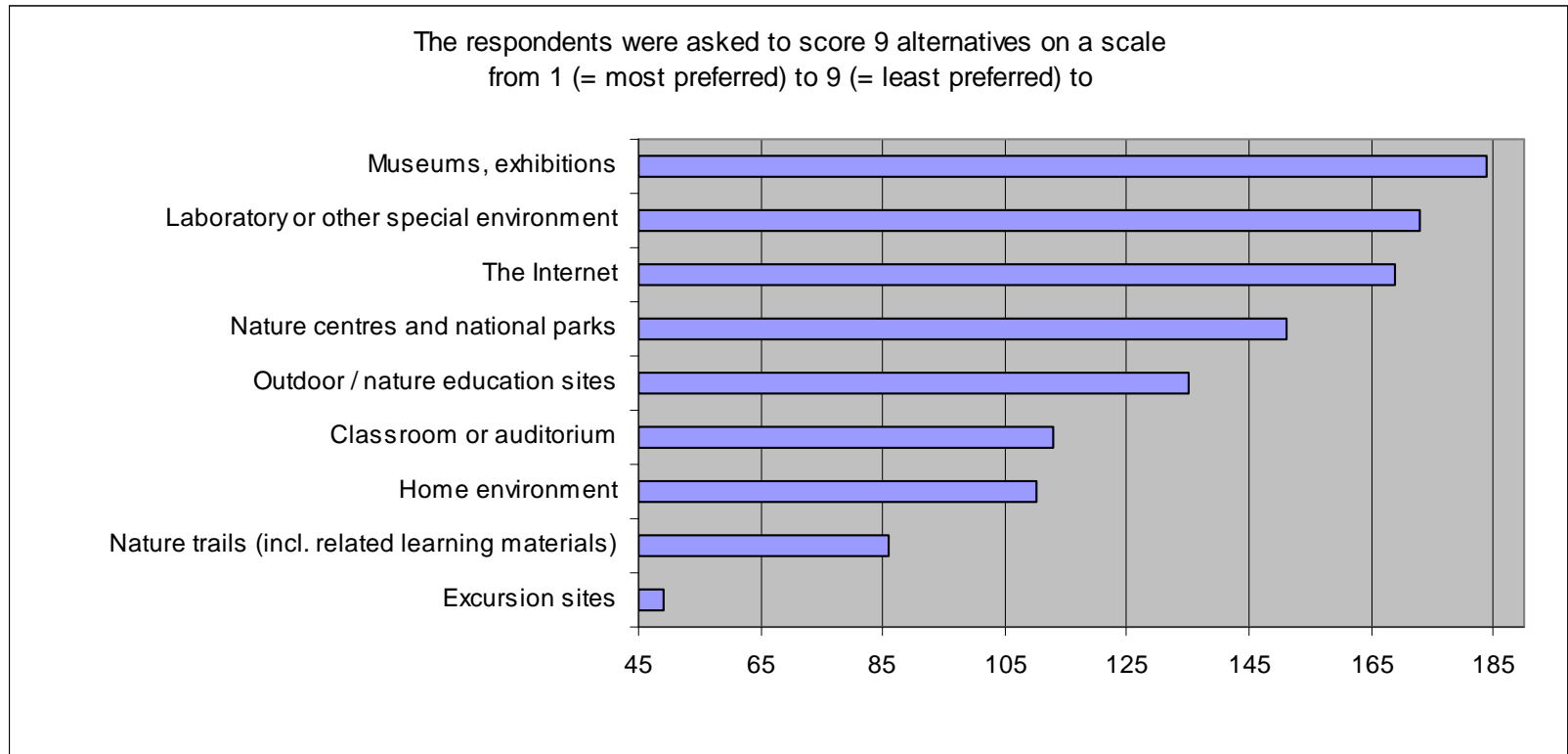


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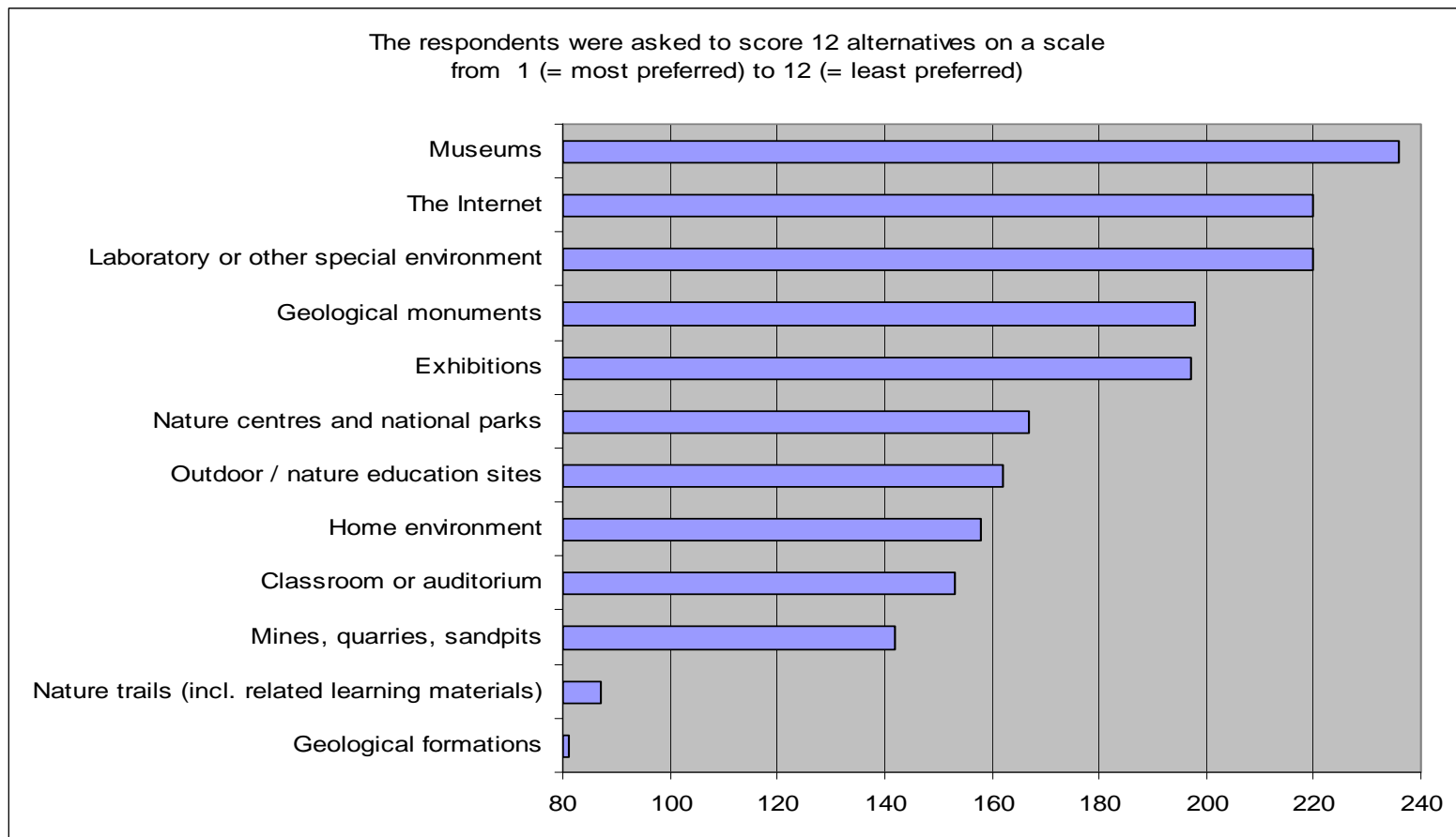


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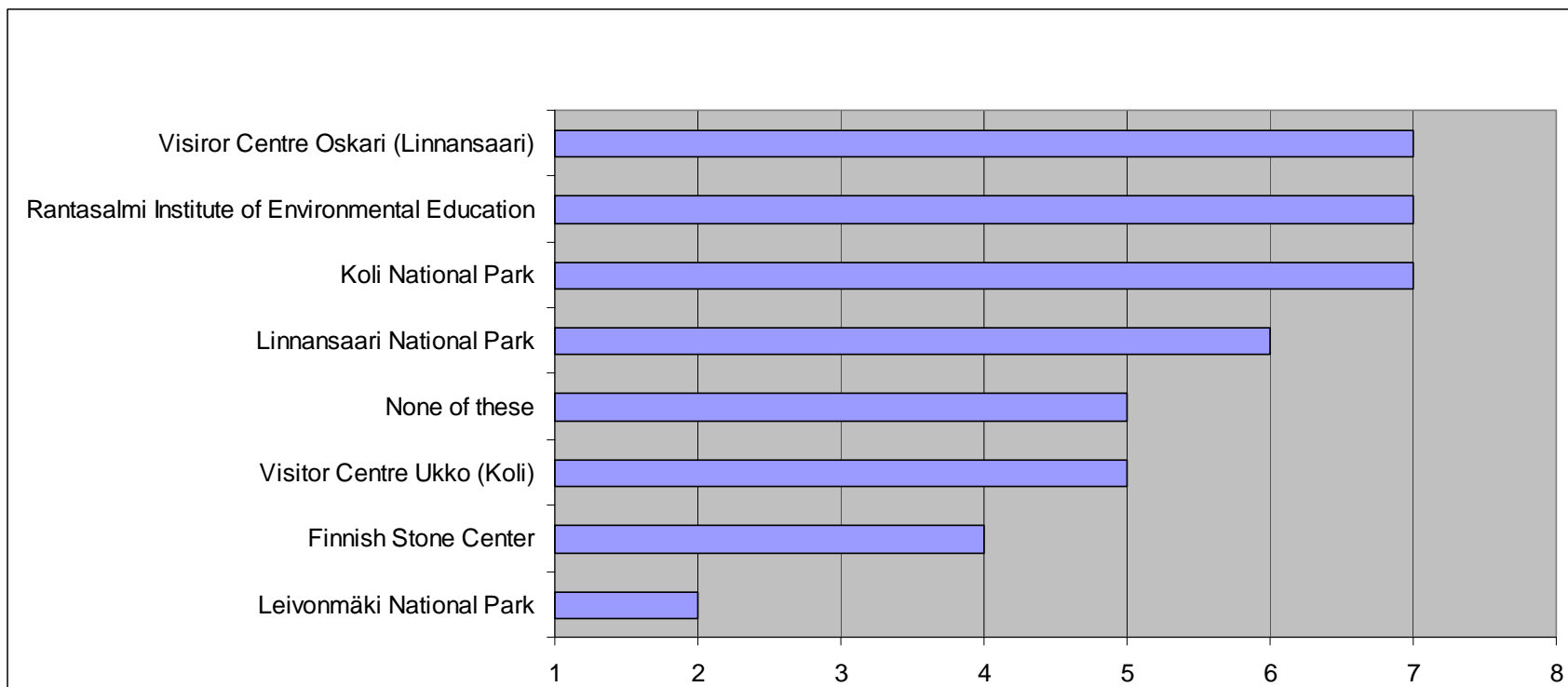
4. Preferred learning environments for environmental education



5. Preferred learning environments for geological education



6. Environmental / nature education sites visited





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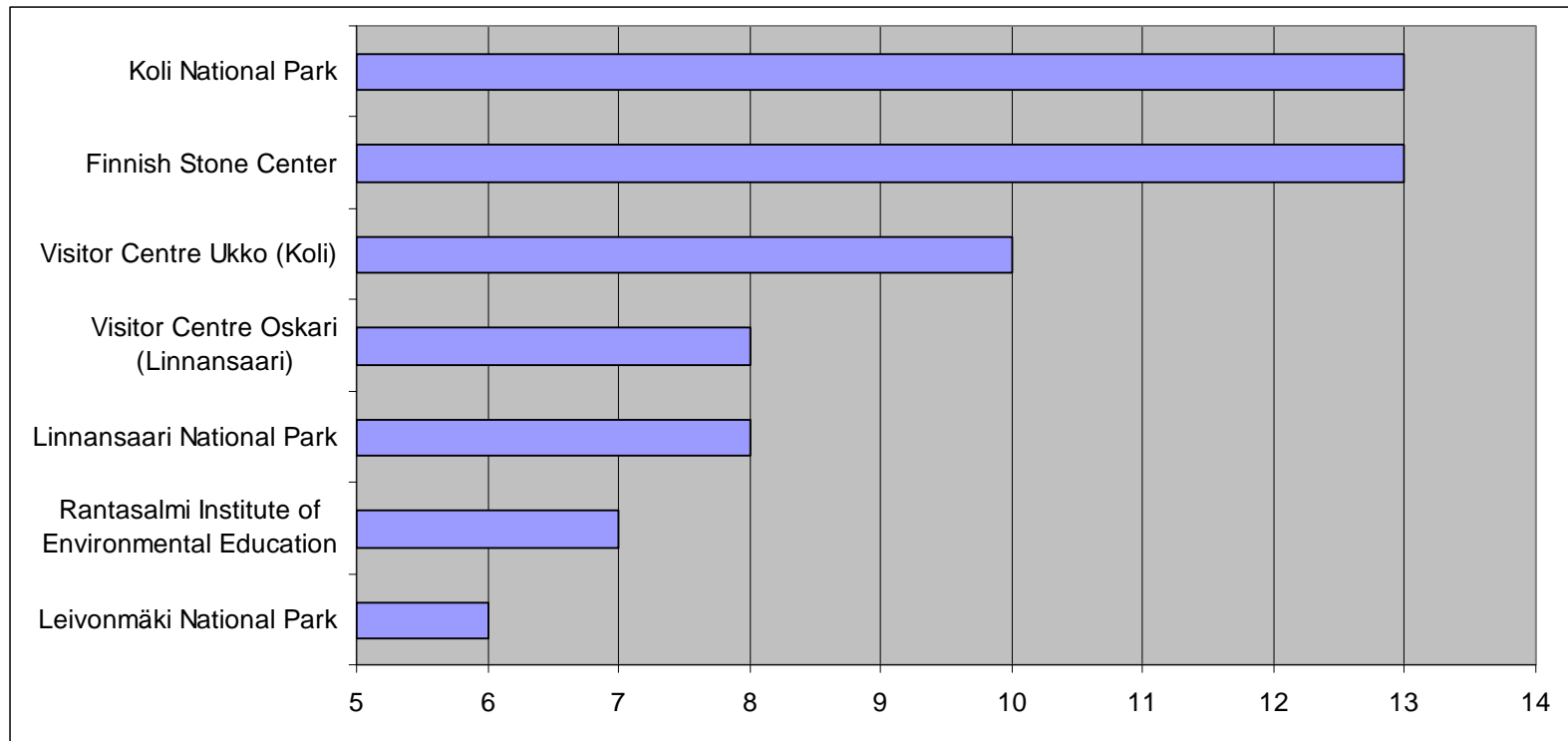


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7. Preferred targets (environmental / nature education sites) for future visits





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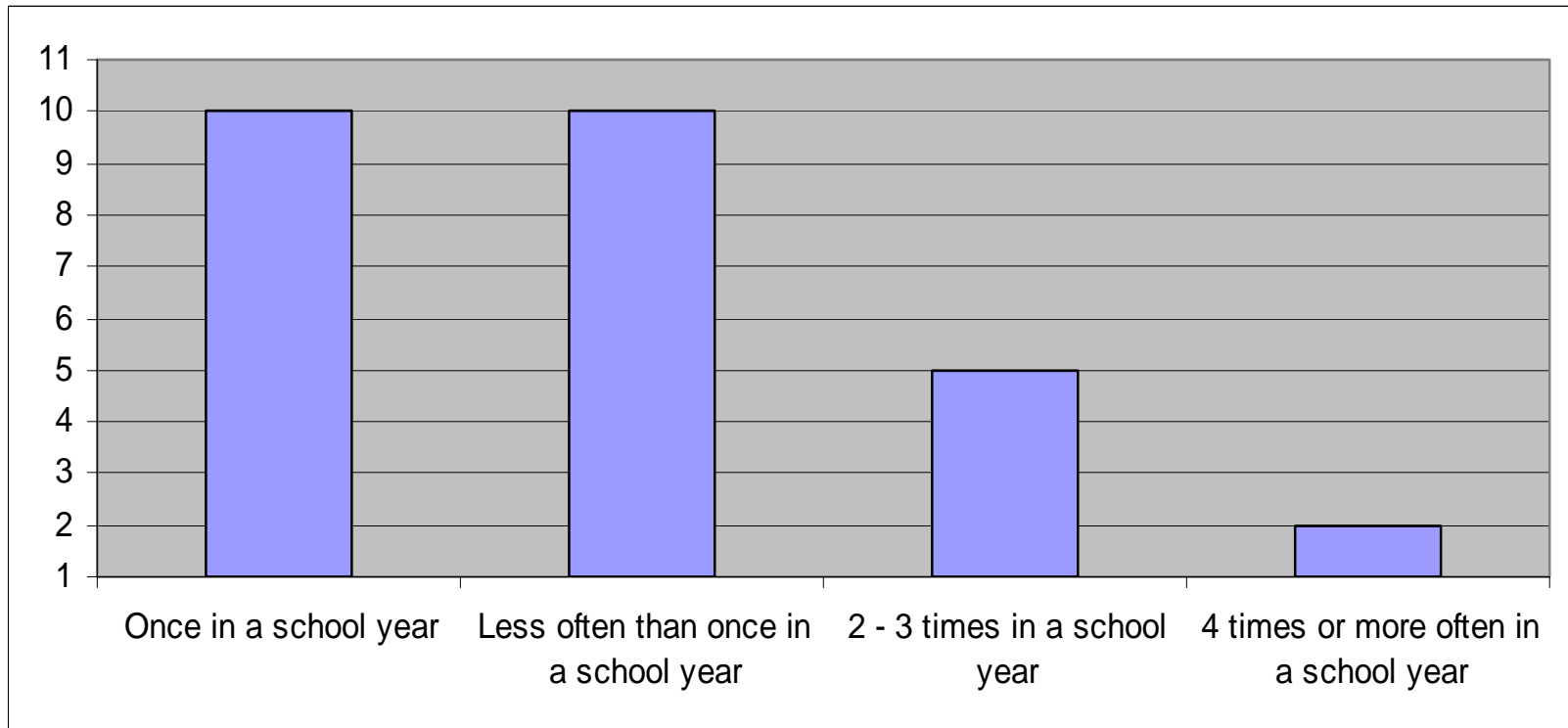


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8. Preferred frequency of visits to the above sites





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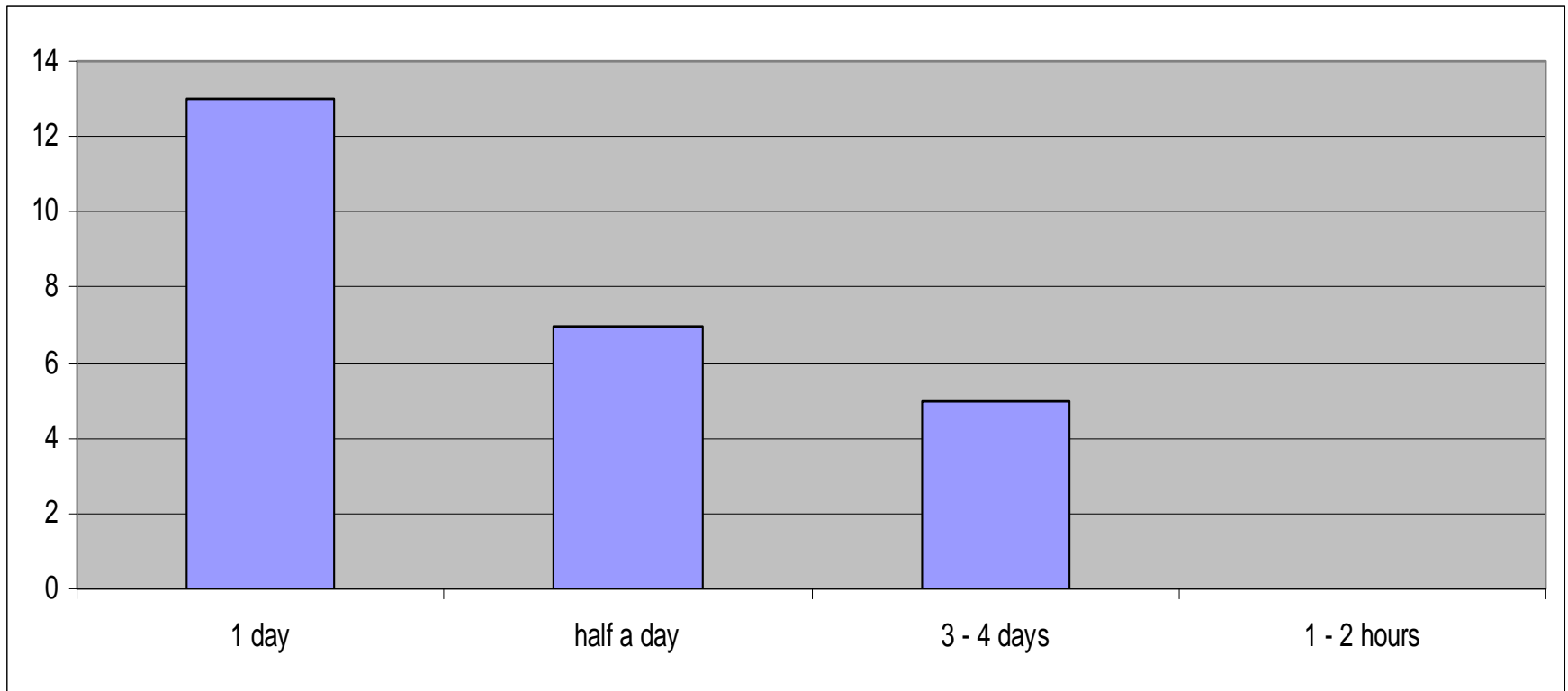


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9. Preferred duration of a geological outdoor / nature education program





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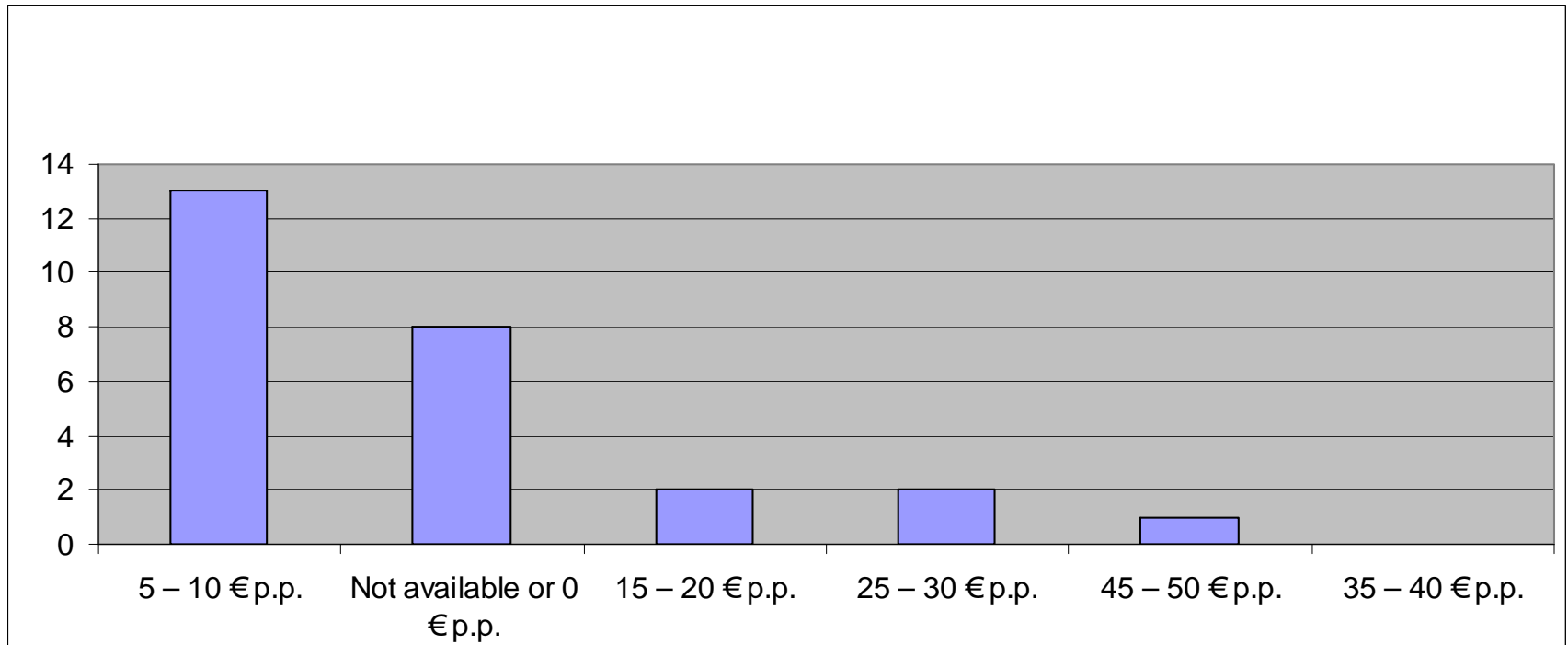


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10. Preferred daily rate for outdoor / nature education services



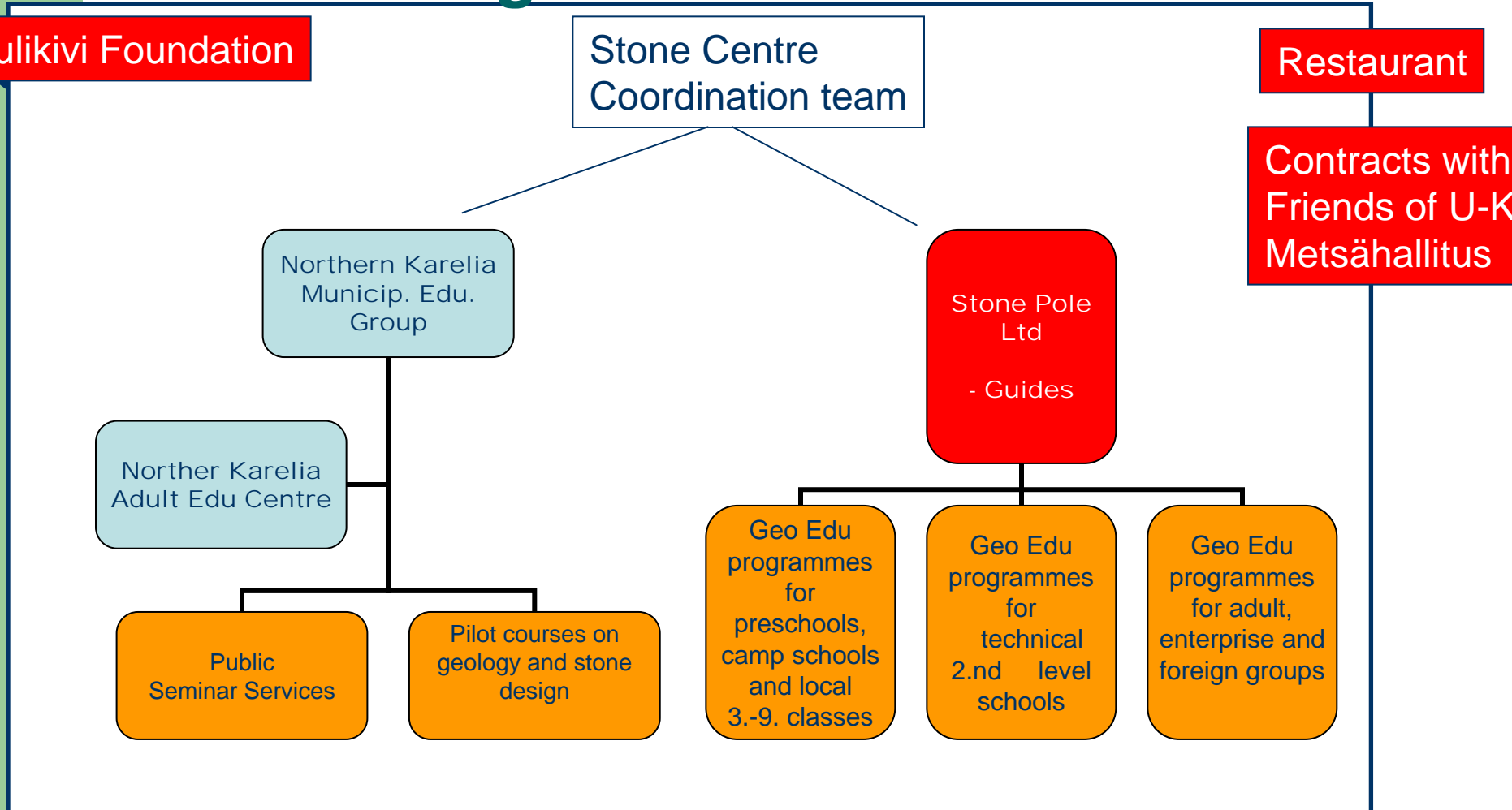
NEED Action 26: Models for organising business oriented services for environmental education

Finnish experiences

Lasse Lovén

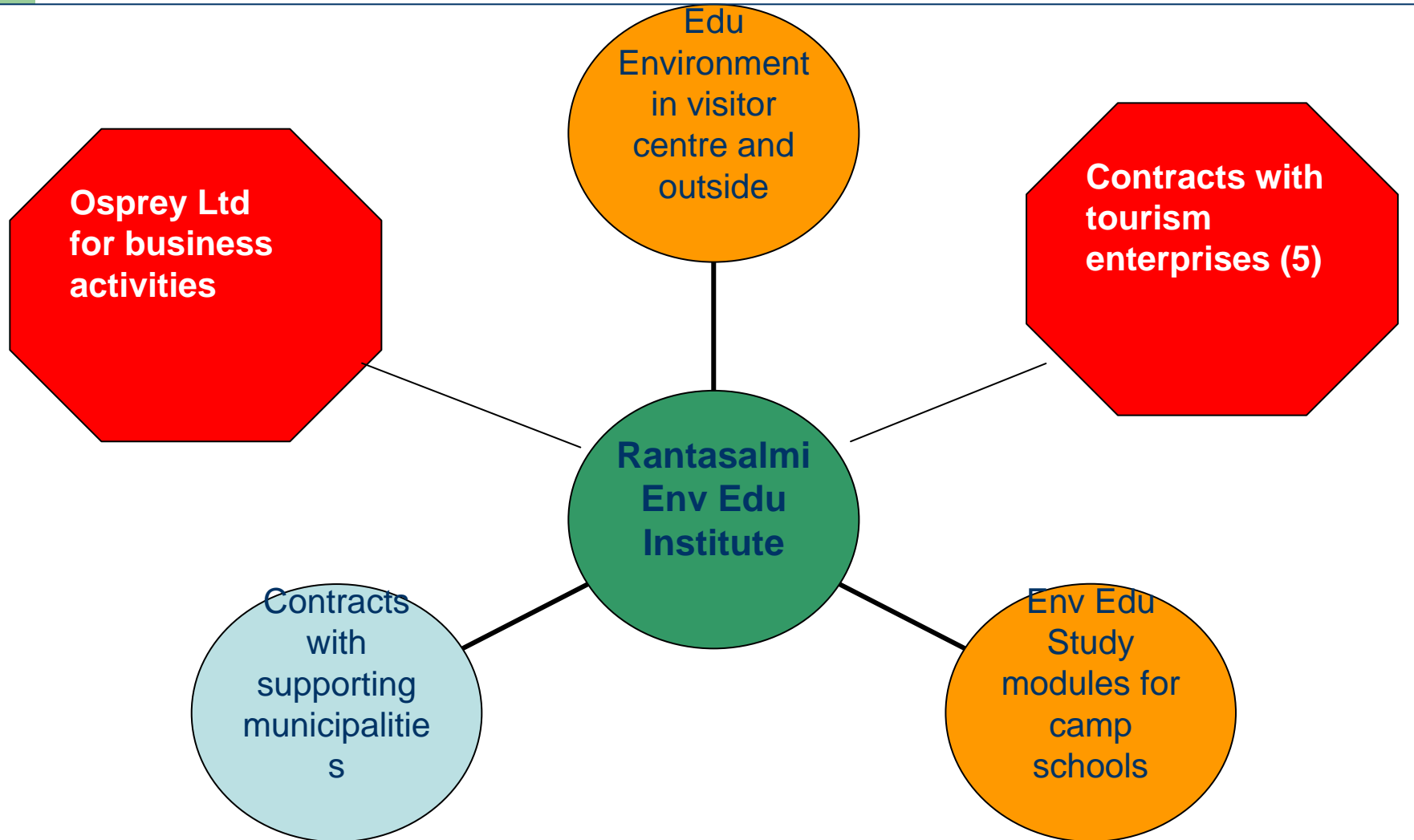
Metsähallitus Natural Heritage Services

Finnish Stone Centre Geo Edu Organisation

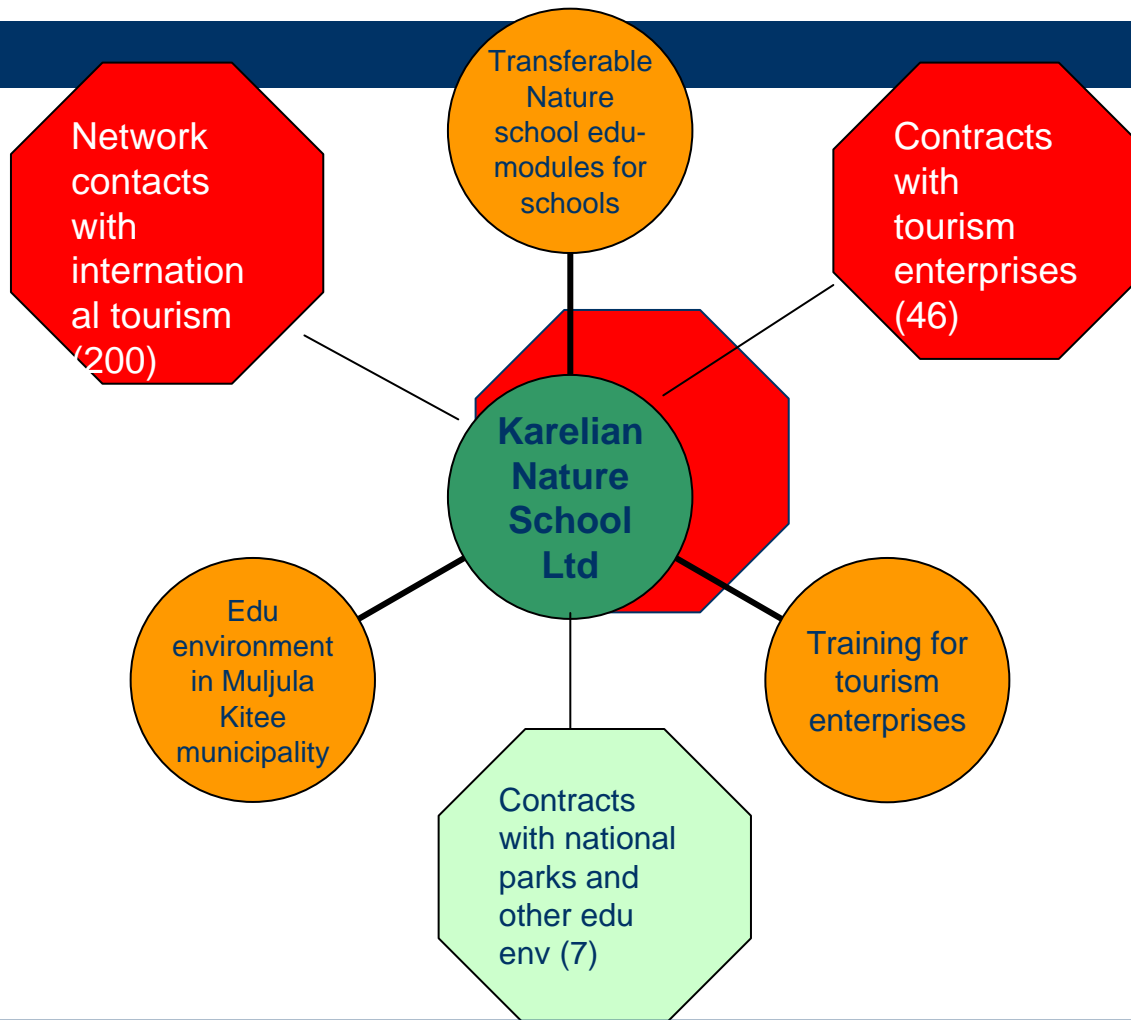


Env Edu organisation in Rantasalmi

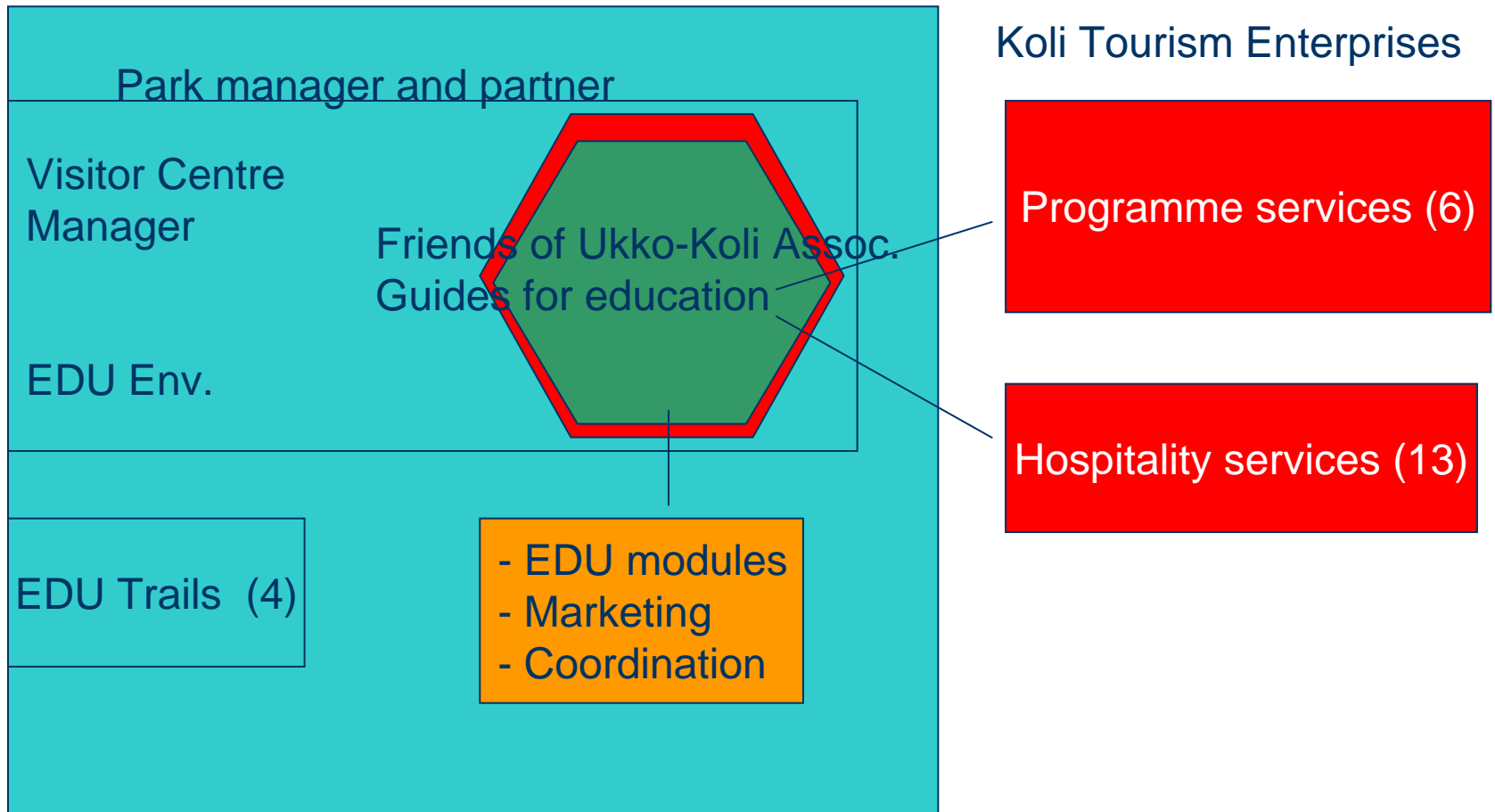
Env Edu Institute



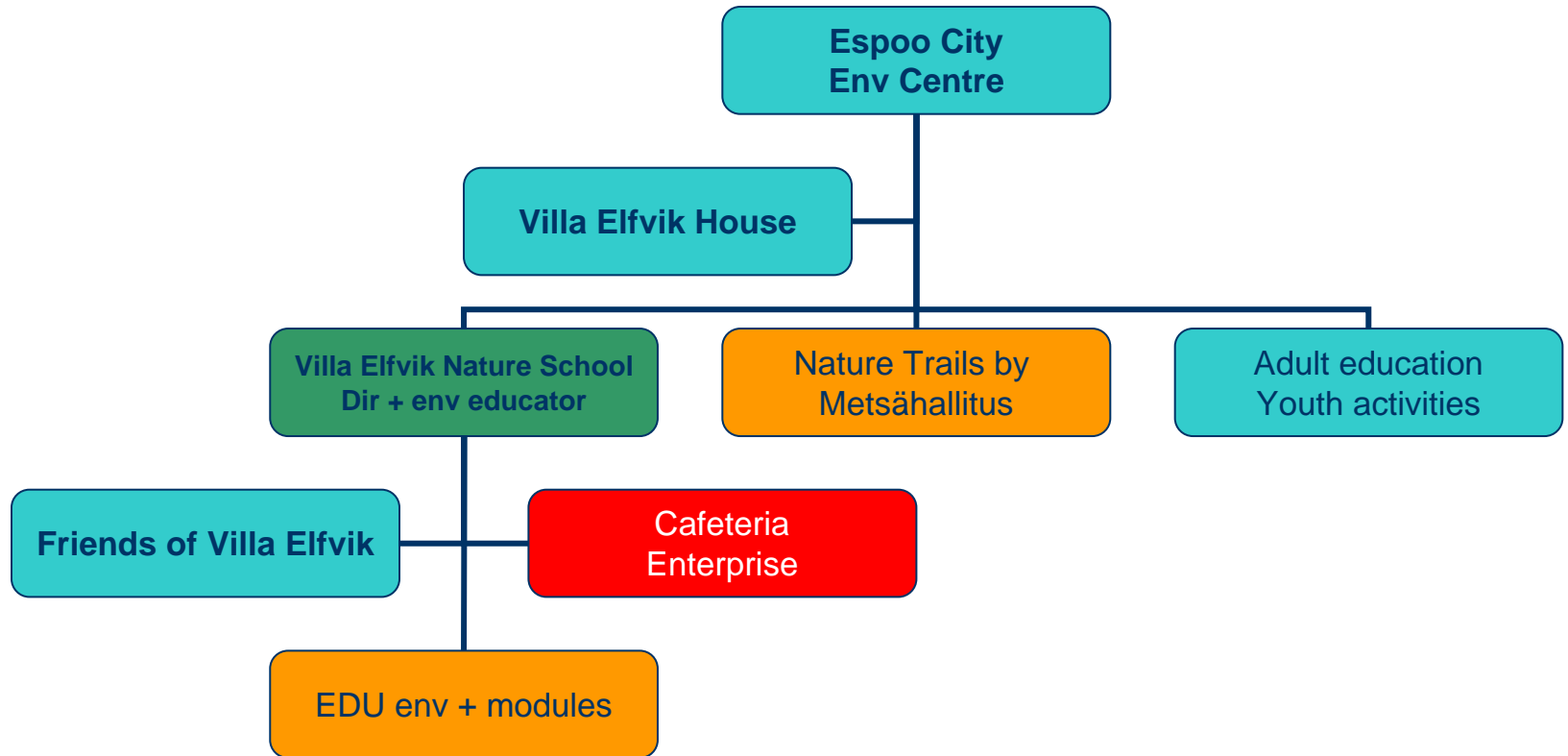
Karelian Nature School Ltd



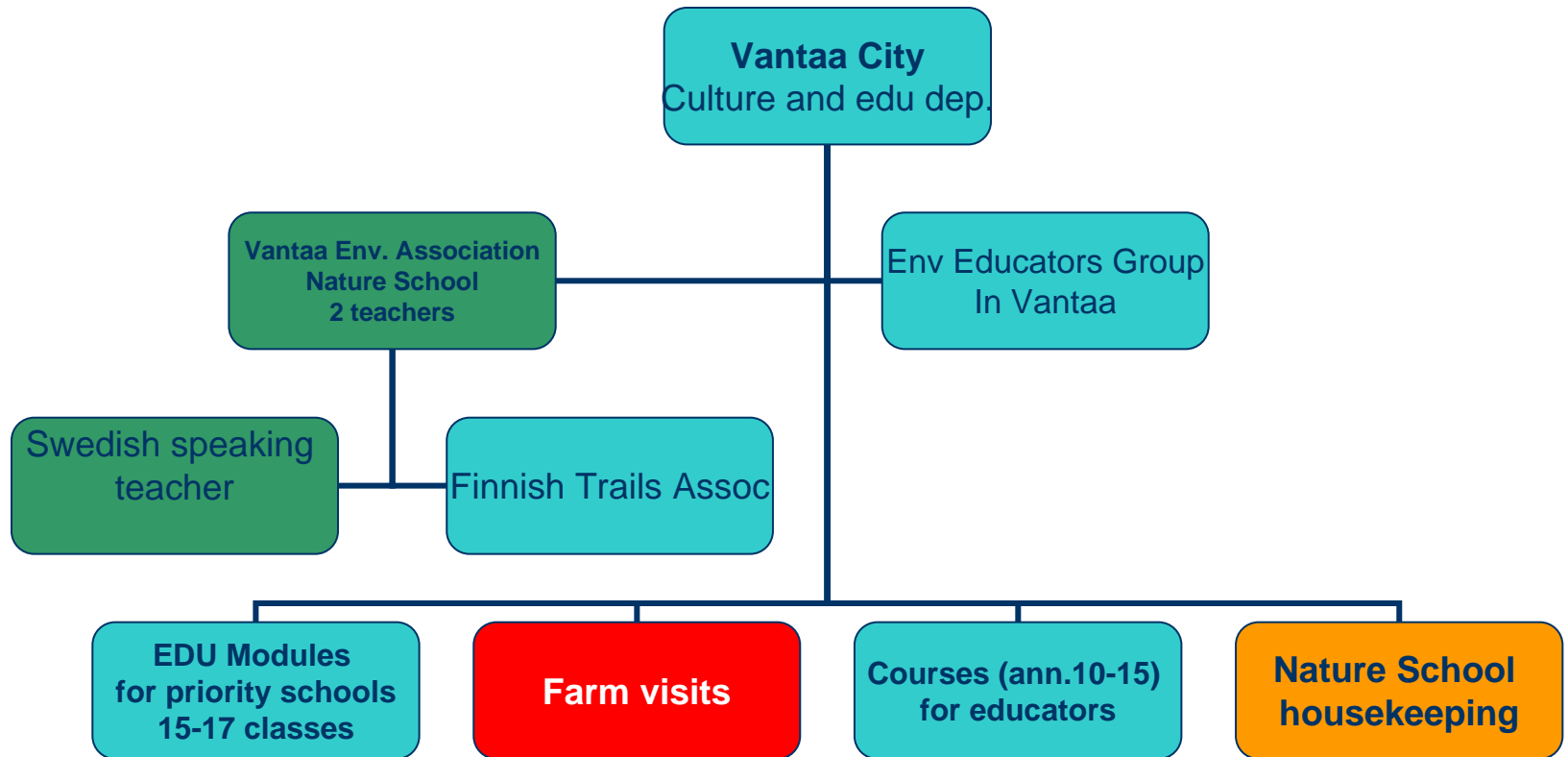
Environmental education in Koli National Park



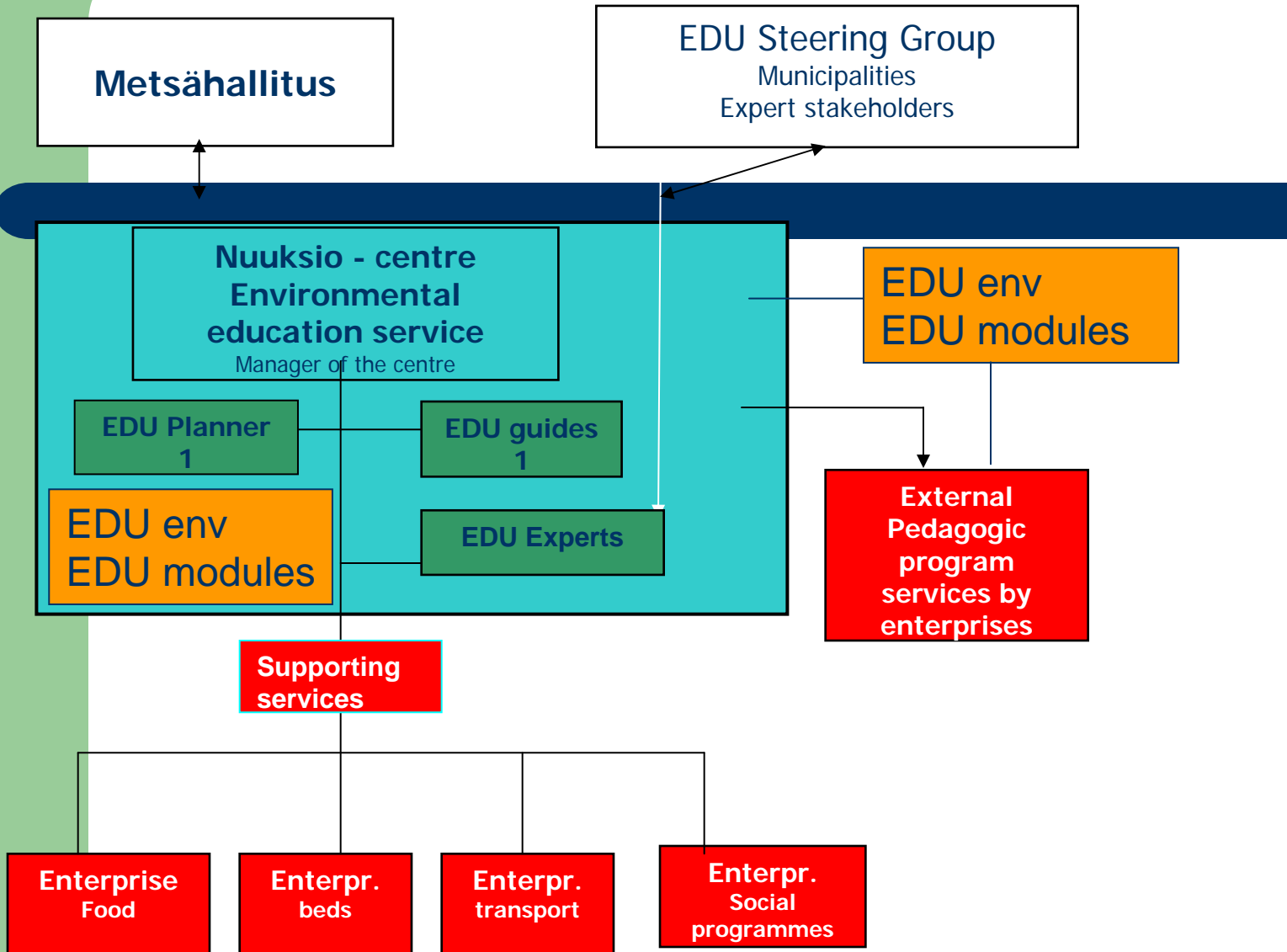
Municipal Nature School Villa Elfvik Espoo



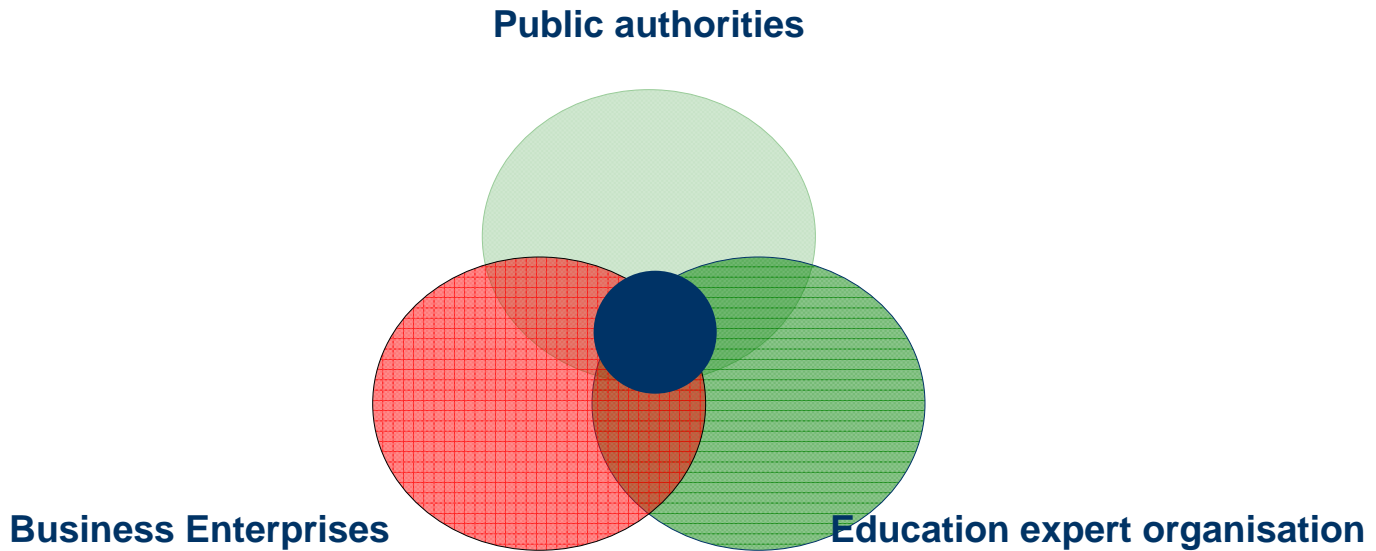
Municipal Nature School Vantaa



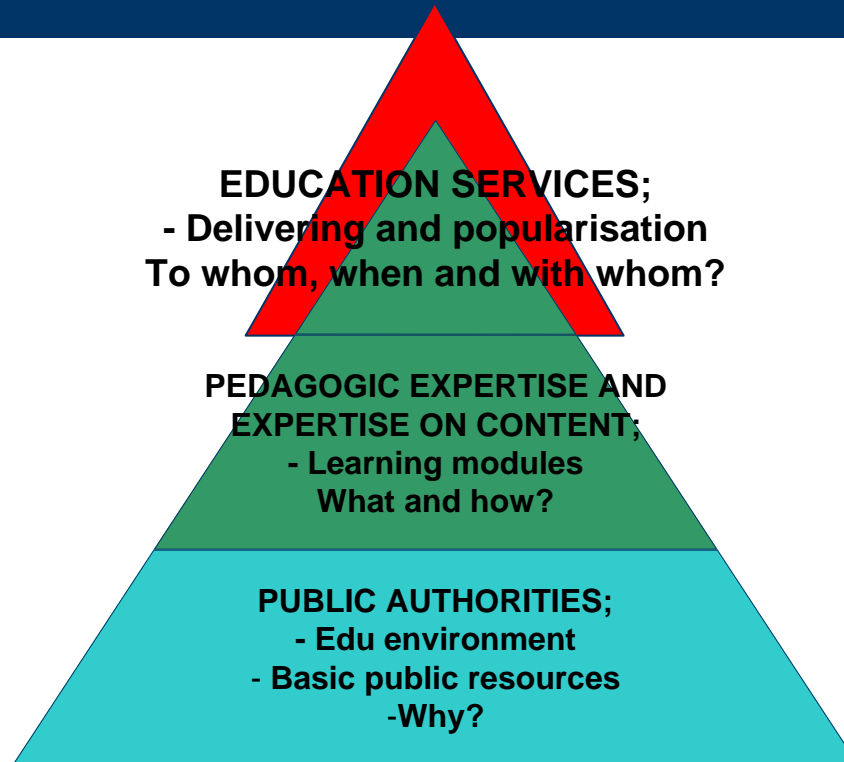
Organization for Environmental Education in Nuuksio centre



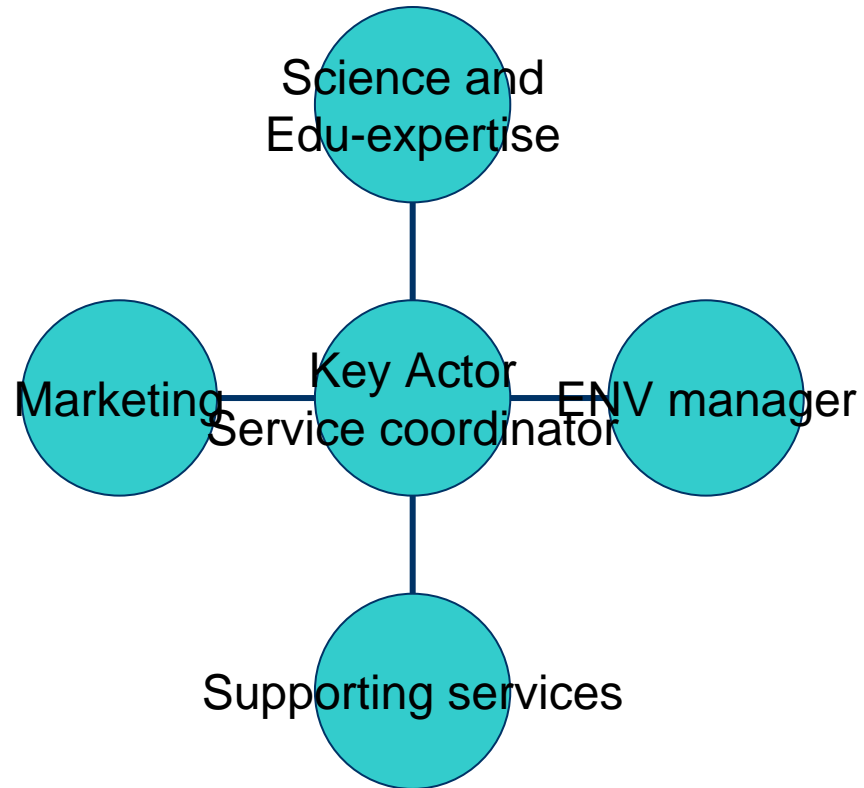
Common model for environmental education; integration



Common model for environmental education; roles of stakeholders



Networks



Criteria for good practise

- Quality control
- Curriculum
- Responsibility
- Sustainability
- Locality
- Visibility
- Organisation and networking practise

Thank you

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