



Northern Periphery and
Arctic Programme
2014–2020



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Sustainable Heritage Areas:
Partnerships for Ecotourism



-SHAPE-

‘Sustainable Heritage Areas: Partnerships for Ecotourism’



Photo: Satu Juvonen

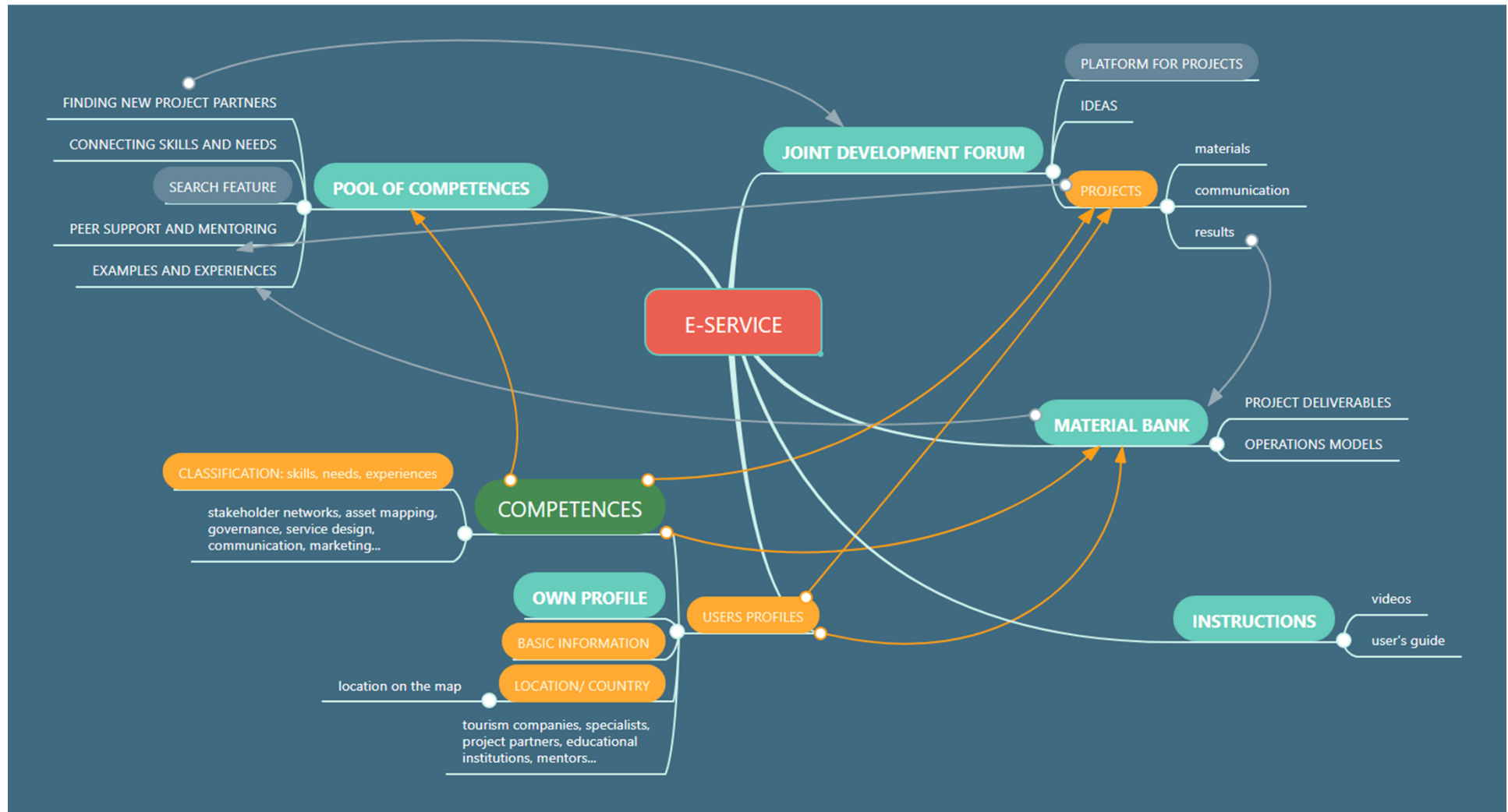
Shapingecotourism.eu –
an open access platform for ecotourism

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Shapingecotourism.eu

- Thematic approach: the eService is based on ‘ecotourism competences’
- Competences include:
 - Asset management (natural and cultural assets in SHAs)
 - Co-governance
 - Partnerships (including stakeholder collaborations)
 - Ecotourism Initiatives (product and service development)
 - Communications
- Those have been used in SHAPE project work packages and activities, such as learning journeys, development of new ecotourism services, and events
- The eService was launched in May 2019 and has been developed step by step to support SHAs and their stakeholders

Early stage Mind Map for defining the structure



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Development phases

- 1) **Review** of the needs and inclusion of the stakeholders in the development and use of the eService
- 2) **Infrastructure for the e-service:**
 - Domain: **shapingecotourism.eu**
 - Communications (eNewsletter, Social media wall)
 - The joint development forum and the network (WordPress CMS)
- 3) **Populating** – contents from work packages, inviting users to register in the network (n 50)
- 4) **Disseminating and planning for continuation** – from sharing of knowledge and information toward joint development

Knowledge and experiences

The content is derived from reports and methods developed, and stakeholder experiences, during the project

- **Includes:**

- ✓ Effective methods for identifying, engaging and collaborating with stakeholders in sustainable networks
- ✓ Mapping and managing assets, including consideration of climate change
- ✓ Co-governance/governance structures
- ✓ Developing and marketing tourist products/services
- ✓ Organising learning journeys – experiences of stakeholders
- ✓ Ecotourism Initiatives in SHA's (Wool Heritage Route and Koitajoki Nature Triathlon, among others..)
- ✓ News and events in SHAs

The SHAPE e-service: an open-access platform to transfer knowledge, share good practices and product/service development tools, and implement these in joint development projects

Please choose a account type

Personal Account

A personal account is for you, if you're not officially representing any organisation, or you want to create your own professional profile. This account gives you an access to the pool of competences and the joint development forum.

[CREATE A PERSONAL ACCOUNT >](#)

Organisation Account

An organisation account is for you, if you represent officially your organisation and want to have more visibility for your products and services. This account gives you an access to the pool of competences and the joint development forum.

[CREATE AN ORGANISATION ACCOUNT >](#)

Join in – Personal or Organisation account

Benefits:

Network – partners for collaboration, visibility for stakeholders

Forums – discussions launched now on developing skills, SHA's challenges/opportunities, future cooperation

Blog updates – News and events from SHAs and stakeholders

Thank you!



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