

Sustainable urban nature routes using new IT solutions (NATTOURS)



Programme Priority: P2 Sustainable use of common resources

Programme Specific Objective: 2.1. Natural and cultural resources developed into sustainable tourist attractions

Sub-programme: Southern Finland - Estonia

Duration: 01.03.2016 - 31.10.2018

Total funding: 1.258.573 EUR

ERDF funding: 1.003.055 EUR ERDF

Project Summary:

The big cities around the Baltic Sea are mainly well known for their built and historical districts but the cities can also boast about the biodiversity richness and high value of nature in urban areas. Most of these urban nature areas are undeservingly poorly recognized even by the local inhabitants, not to mention tourists. The objectives of the NATTOURS project are to improve public recognition of natural tourist attractions in Helsinki and Tallinn and to develop joint tourist attractions and products for sustainable nature tourism between the cities.

The project will study visitor flows, biodiversity and ecosystem services to gather data needed for the creation of new nature attractions, build the platform for a web portal and a mobile application and market the new possibilities through tourism info centres.

By the end of the project a new common web portal and mobile application for nature tourism and education in Helsinki and Tallinn will be in use, including all urban nature areas for observing, learning about and enjoying nature. New sustainable nature attractions in good nature observation areas in Helsinki and in Tallinn will be created by building e.g. boardwalks, bird-watching towers and information boards. The disabled and elderly people are taken into special consideration when designing the attractions.

Map of Partners

Partners

Lead Partner

Tallinna Keskkonnaamet

Country: EE

www.tallinn.ee [1]

Partner budget: 380.046 EUR

Amount of ERDF funding: 323.039 EUR ERDF

Project Partners

Helsingin Kaupunki

Country: FI

www.hel.fi [2]

Partner budget: 667.325 EUR

Amount of ERDF funding: 500.493 EUR ERDF

Säästva Eesti Instituut

Country: EE

www.seit.ee [3]

Partner budget: 211.203 EUR

Amount of ERDF funding: 179.523 EUR ERDF

Results

Expected results

Achieved results

Project result in category - Joint tourist attraction

Sustainable urban nature routes using new IT solutions - NATTOURS

Project created a network of urban nature sites in Tallinn and Helsinki that can be defined as a joint tourism attraction in two capitals. Project improved, developed and constructed boardwalks and bird watching towers in Paljassaare, Kadriorg and Rocca al Mare in Tallinn, and Viikki-Vanhankaupunkinlahti and Harakka Island in Helsinki.

Target for increase of visitors was 10 000 more visitors. According to data from counters and relevant calculations partners have reported achievement of that target.

Project was successful in informing different target groups (tourism organisations and tour operators, teachers, general public) about project results and new recreation opportunities in city green areas.

Joint website was developed to promote nature areas in both cities and to educate people on local natural heritage. Website can be found here: <https://citynature.eu/en/> [4].

Project page in database

[Sustainable urban nature routes using new IT solutions](#) [5]

At a glance

- natural resources developed into sustainable tourist attractions
- increase in expected number of visits to supported sites
- 1 joint website to introduce city nature

Files

 [Visitor surveys report](#) [6]

 [Ökosüsteemiteenuste uuring Tallinnas \(in Estonian\)](#) [7]

 [Mustjõe roheala information board](#) [8]

 [Kadriorg information board](#) [9]

 [Paljassaare information board](#) [10]

 [Paljassaare information board 2](#) [11]

Tags

[Tourism](#) [13]

[Cultural Heritage and Arts](#) [14]

Project Visibility

Social media links

[Instagram](#) [15]

[Facebook](#) [16]

[Youtube](#) [17]

Other media visibility

[Webpage](#) [18]

["NATTOURS - kaupunkiluontoa kestävästi kaikille"](#) [19]

["Пальяссааре становится ближе: на полуострове открыли туристическую тропу"](#) [20]

["Rocca al Mare promenaadi ääres valmis linnuvaaltustorn"](#) [21]

Project videos

https://www.youtube.com/watch?v=D5NsajoLra4&list=PLIOq2oqxOwxq9Bw0M_BJqSznJQXwcMXGN

Source URL: <http://database.centralbaltic.eu/printview/30>

Links

- [1] <http://www.tallinn.ee>
- [2] <http://www.hel.fi>
- [3] <http://www.seit.ee>
- [4] <https://citynature.eu/en/>
- [5] <http://database.centralbaltic.eu/project/30>
- [6] http://database.centralbaltic.eu/sites/default/files/Visitor%20surveys%20report%2031052016_NA TOURS_0.pdf
- [7] <http://database.centralbaltic.eu/sites/default/files/Okosysteemiteenuste-uuring-Tallinnas.pdf>
- [8] <http://database.centralbaltic.eu/sites/default/files/Mustj%C3%B5e%20roheala%20infotahvel.JPG>
- [9] <http://database.centralbaltic.eu/sites/default/files/Kadriorg3.jpg>
- [10] <http://database.centralbaltic.eu/sites/default/files/Paljassaare.JPG>
- [11] <http://database.centralbaltic.eu/sites/default/files/Paljassaare%202.JPG>
- [12] <https://citynature.eu/>
- [13] <http://database.centralbaltic.eu/tags/tourism>
- [14] <http://database.centralbaltic.eu/tags/cultural-heritage-and-arts>
- [15] <https://www.instagram.com/nattours/>
- [16] <https://www.facebook.com/NATTOURS1/>
- [17] https://www.youtube.com/watch?v=D5NsajoLra4&list=PLIOq2oqxOwxq9Bw0M_BJqSznJQXwcMXGN
- [18] <https://citynature.eu/et/>
- [19] <https://www.hel.fi/helsinki/fi/asuminen-ja-ymparisto/luonto-ja-viheralueet/luontoretket/nattours>
- [20] <https://ru.sputnik-news.ee/society/20170929/7335760/paljasare-stanovitsa-blizhe-poluostrov-otkryli-turisticheskaja-tropa.html>
- [21] <https://uudised.tv3.ee/eesti/uudis/2018/04/05/rocca-al-mare-promenaadi-aares-valmis-linnuvaaltustorn>