

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

Partner budget: 380.046 EUR

Amount of ERDF funding: 323.039 EUR ERDF

Project Partners

Helsingin Kaupunki

Country: FI

www.hel.fi

Partner budget: 667.325 EUR

Amount of ERDF funding: 500.493 EUR ERDF

Säästva Eesti Instituut

Country: EE

www.seit.ee

Partner budget: 211.203 EUR

Amount of ERDF funding: 179.523 EUR ERDF

Results

Expected results

The main results of the project are as follows: 1. New sustainable nature attractions in good nature observation areas in Helsinki and in Tallinn by building boardwalks on Harakka island (Helsinki) to help walking on the challenging rock parts of the nature-trail and by establishing information boards, by building bird-watching platforms and renovating the nature trail in the nature conservation area of Vanhankaupunginlahti (Helsinki), by building boardwalks in Paljassaare bird sanctuary (Tallinn) to reduce the negative effects of foot traffic, by building boardwalks in Kadrioru park (Tallinn) to form a dry passageway and by building bird-watching towers and information boards in Rocca al Mare (Tallinn). Disabled and elderly people are taken into special consideration when implementing the boardwalks and nature watching areas. The nature trails will be visually attractive and respectful of the nature. Boardwalks made of wood will follow the forms of nature, and will be suitable also for wheelchairs and baby carriages. 2. A new common web portal and mobile applications for nature tourism and education in Helsinki and Tallinn, which includes urban nature areas for observing, learning about and enjoying nature. This will be used to help locals, tourists and schools find their way to the fascinating urban nature sites and to encourage them to enjoy and learn about the nature resources in the two cities. This portal and mobile applications will be available for the public also in visithelsinki.fi and tourism.tallinn.ee web pages in multiple languages.

Achieved results

Project Visibility

Social media links

[Instagram](#)

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