

Baltic Wings - nature tourism for sustainable rural economic development (Baltic Wings)



Programme Priority: P2 Sustainable use of common resources

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

Sub-programme: Central Baltic

Duration: 01.01.2018 - 31.12.2020

Total funding: 1.230.238 EUR

ERDF funding: 930.112 EUR ERDF

Project Summary:

In the European context the Central Baltic region has great natural resources with relatively untouched wildlife areas, but is still rather unknown to nature tourists. The project aims to increase visits to already known sites for birdwatching and other nature activities as well as to develop new sites in order to extend the now short tourism season.

To achieve these goals, co-operation across national borders with focus on developing high-standard attractions and services is needed. Facilities need to be upgraded and accessibility for all visitors, including those physically disadvantaged, must be improved. Birding infrastructure, such as birding platforms, trails, hides and nature information centres/info points suitable for national as well as international tourism is needed and will be built within the project. By working together, we can offer nature lovers from all over the world a wide variety of natural landscapes, biotopes and special and rare species. Joint migratory routes for birds connects the countries in the region and will be a special theme in the project. Together it is possible to make targeted international marketing activities. By involving local partners that can develop tourism services, new job opportunities in rural areas will be created. Local guides are important for the fulfilment of the project aims. Guide education is an important part of the project.

The connection between small-scale farming and high nature values such as rich biodiversity and beautiful open landscapes will be emphasised to create awareness of the value of nature protection. The development of first class wildlife and bird sites will also be beneficial to the local public with free access to installations. This will also be of great educational value to schools for nature studies.

Map of Partners

Partners

Lead Partner

Stockholms Ornitologiska Förening

Country: SE

www.stof.nu [1]

Partner budget: 641.891 EUR

Amount of ERDF funding: 481.419 EUR ERDF

Project Partners

Föreningen Närsholmen

Country: SE

not applicable

Partner budget: 344.009 EUR

Amount of ERDF funding: 258.006 EUR ERDF

Kökar Kommun

Country: FI

<http://www.kokar.ax> [2]

Partner budget: 170.000 EUR

Amount of ERDF funding: 127.500 EUR ERDF

Dabas Tures

Country: LV

www.dabastures.lv [3]

Partner budget: 3.238 EUR

Amount of ERDF funding: 2.752 EUR ERDF

Dabas aizsardzības pavalde

Country: LV

www.daba.gov.lv [4]

Partner budget: 71.100 EUR

Amount of ERDF funding: 60.435 EUR ERDF

Associated Partners

Ekoturismföreningen

Country: SE

Moonsund Eco Ö

Country: EE

Skärgårdsstiftelsen

Country: SE

Results

Expected results

Achieved results

Project result in category -

Baltic Wings developed birdwatching prerequisites at Central Baltic area

The Baltic Wings project helped to develop the Central Baltic area as a nature and birdwatching destination.

Swedish, Latvian and Åland partners put their efforts on developing sustainable birding tourism in the region with the help of marketing activities, bird guide training and long-lasting infrastructure investments, such as built birding towers, platforms and hides. Especially capacity strengthening had a major role in the project, and it was done in cooperation with local entrepreneurs, lodges, stores and local food providers.

After upgrading attractions and destinations, the project made [PR films](#) [5] and other extensive marketing efforts both nationally and for specialized target markets in Europe. Also, various [tour packages](#) [6] were developed for international birding tourists. In addition, a Latvian-English [book about birdwatching](#) [7] in the SI?tere National park was created for bird watchers interested in bird migration in Cape Kolka, Latvia.

Project website: www.balticwings.org [8]

Project page in database

[Baltic Wings - nature tourism for sustainable rural economic development](#) [9]

At a glance

- The Baltic Wings project helped to develop the Central Baltic area as a nature and birdwatching destination
- Key activities were marketing, bird guide training and long-lasting infrastructure investments, such as built birding towers, platforms and hides

Tags

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[Tourism](#) [11]

Project Visibility

Other media visibility

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