

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE926 - CEETO
Lead partner	Regione Emilia-Romagna
Output number and title	O.T2.6
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Regionalverband Lungau (PP03)
Project website	https://www.interreg-central.eu.Node/CEETO.html
Delivery date	11/2019
Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character	

The Lungau has been awarded as a UNESCO biosphere reserve in 2012 together with the Carinthia Nock mountains. UNESCO Biosphere Reserves are not only special cultural and natural landscapes but also model regions for sustainable development. This means that new, sustainable and innovative approaches should be developed and tested and that the region should be developed together with the local population in a sustainable manner.

So far, the region has been spared mass tourism, but tourism is steadily increasing and the impact this will bring in the future is unpredictable.

The process of the pilot action and the development of the action plan started with a participatory process and mapping. Furthermore, the first survey in summer 2018 provides further results for the development. Within this survey information about the awareness of visitors (locals and guests) for the biosphere reserve and, for the special case at the Prebersee, about their mobility behavior and the circumstances under which the use of public transport would be conceivable could be gained.

The pilot action in the CEETO project focusses on two points:

- 1. As the basis for tourism is the scenic beauty and uniqueness of the region, it is important to preserve it accordingly, therefore awareness raising and sensitization for our region and the correct behavior in the nature the highest priority in the future in the sense of a preventive visitor guidance.***

On the basis of the information gained in the development phase and with the survey the action plan with the title “experiencing biosphere” was developed and its implementation started. For the period between the two surveys in summer 2018 and summer 2019 several activities and measures like guided tours, events and different communication materials to raise the awareness were planned and implemented with the result, that the number of visitors who feel very well to well informed about the biosphere reserve increased by 13%, comparing the results of the surveys. Even if the goal of 20% could not be reached, this result shows, that the right direction was taken and should be pursued further.

- 2. It is important to avoid conflicts of use and to find individual solutions for specific situations. In some areas the effects of tourism and recreational use are already recognizable and need to be addressed accordingly.***

For example, in the area around the Prebersee. Parking capacity cannot withstand demand here. The lack of public transport, free parking and lack of control in this area exacerbate the situation. On nice days, there are so many visitors in the area that cars are also parked along the street, which is prohibited for 2 reasons. 1) it is a protected area and 2) it is an official country road. Therefore, solutions need to be found to defuse the situation in the area but not to harm other areas (alternatives for cars need to be found) or affected stakeholders (e.g. gastronomy) and. The results of the first survey provided also the basis for development of the actions for the Prebersee. Lack of information and low frequency of the bus are the most named reasons for visitors to not use the bus. However, it is considered that measures in communication and increase of bus frequency are insufficient as long as parking is free, so an appropriate parking management is necessary. Due to political changes in 2019 (mayor election), only actions in the field of communication could be implemented and so it is not surprising, that the set goal “increasing the use of the bus by 10% compared to 2018” - could not be reached.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The Lungau is located in the south east of the state of Salzburg. As political administrative unit the region is referred to as political district Tamsweg. In everyday usage, however, the original term prevails, but it's also the official name in the statistic for the NUTS Region AT321, one of the three NUTS 3 regions of Salzburg. Since 2012 the Lungau is a UNESCO biosphere reserve, together with the Carinthia Nock mountains. The sustainable tourism action plan which was designed in the frame of the CEETO project addresses the whole NUTS 3 region AT321 as well as the whole UNESCO biosphere reserve Salzburger Lungau.

Investment costs (EUR), if applicable

Costs for annual program according to action plan: ~ 20.000 EUR Costs for visitor management at the Prebersee are not applicable because they couldn't be implemented

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The pilot action aims

1. to raise the awareness for the biosphere reserve, to transfer knowledge and to promote careful behaviour in nature, among the local population and guests. By implementing different actions, it was the aim to increase the number of persons who feel very well to well informed by 20%. The following benefits and impacts on the region and stakeholders are expected:
 - a) Visitor steering through awareness raising and knowledge transfer
 - b) Increased awareness and knowledge for the Biosphere Reserve and its peculiarities, as well as for the topics regionality and sustainability
 - c) Creating and increasing the awareness of the importance of individual responsibility in each individual to promote a more attentive approach to the region, the environment and nature in everyday activities and leisure activities
 - d) Recognize, prevent, reduce or remedy conflict potential in good time.

2. To increase the use of public transport in the Preber area and reduce the parking problems: The Preber area, a so-called hot spot in the region, where the parking situation leads to problems, was addressed with the aim to increase the use of the public transport offer by 10%, reduce private cars and improve the parking situation through implementing an appropriate parking management system without harming affected stakeholders (gastronomy) or other areas (find alternatives!).

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Above all, the sustainability aspect of the pilot action is to give people the possibility to choose sustainable offers, to act careful with our region, our treasures and resources and thus to improve their personal responsibility. By showing sustainable offers and inform appropriate, the foundations for sustainable action should be set. The idea behind this is that it needs "understanding" and the knowledge of alternative ways to develop the willingness to commit oneself and / or change one's own behavior. Above all, the local population and the regional actors play a crucial role in tourism, because they are the ones who show the tourists the region and set an example for their behavior. The biosphere reserve is neither a legislative nor an executive. Our mission is to provide people with relevant knowledge and awareness, and, in specific cases requiring intervention, work with the relevant actors to develop solutions, coordinate and support their implementation, and promote positive projects, measures and solutions and communicate and carry them to the outside. The pilot action does not refer to a sub-aspect but, in the sense of a biosphere reserve, to a systemic view that takes all aspects into account. Especially in the tourism and leisure industry, the most diverse areas play a decisive role. To involve all these areas, to provide incentives, to inform accordingly, to appropriately support role models and to support sustainable offers, projects and ideas, as well as to develop solutions in conflict cases together with regional actors, that is the task of the Biosphere Reserve Salzburg Lungau in tourism. Therefore, the sustainability aspect of the strategy can be seen above all in the following points:

1. Develop, coordinate and implement sustainable, innovative and creative projects, ideas and solutions in the spirit of sustainability together with regional stakeholders in the form of a participatory process. The "focus" of sustainability varies depending on the case.
2. Create framework conditions to promote and support sustainable offers, projects and ideas and to make them visible.
3. Promoting education for sustainable development, awareness raising and knowledge transfer.

The transferability of this pilot action to other regions is not restricted, regarding awareness raising and sensitization, in case of the actions at the lake Prebersee we have no experience regarding the specific actions so far but also regarding the development process. Working together with the regional population and regional actors to develop "burning" topics and creating framework conditions to facilitate the transfer of knowledge and awareness is possible everywhere. However, as regional development requires, patience and perseverance are of importance. Small steps are needed until the philosophy and theories of thought have spread throughout the region and people follow the "wave" because they think it's right, because they support the idea of the biosphere reserve and because they live that philosophy.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The added value in the implementation of the pilot action lies primarily in improving the cooperation of the biosphere reserve management with tourism sector and regional stakeholders and actors from various fields such as politics, economics, agriculture, nature conservation and education. However, the development and implementation process has not only improved cooperation in the region, but also the cross-border exchange with partners within the project area, but also with partners and stakeholders outside the project area. The lessons learned from the development/implementation process of the strategy/action plan are: It takes time and patience to reach the relevant stakeholders and to actively involve them. This willingness of the stakeholders to actively participate is an essential point for the development and, above all, implementation of the action plan. This also requires the personal responsibility of each individual.

Regional development is linked to many factors that are not always predictable and take time. It is not only about data but working together, having a common vision and common priorities. Political circumstances may permit, delay or even prevent implementation. Not everything that is theoretically and temporally optimal can be put into practice in the same way and in the planned timeframe. Ultimately, it is not about the speed of implementation but that something is triggered and a change process is set in motion. To reach out to each other, to reach a common consensus and to always keep an eye on the goal is especially important in order to bring about sustainable changes, even if it sometimes takes longer than planned. Don't stress but never give up!

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regarding the implementation of the action plan, action field 1 "Awareness raising and sensitization" there are no relevant regulatory requirements. The sustainable development in this area is oriented on the philosophy of a biosphere reserve and the idea behind it. Furthermore, these actions are open for everybody who would like to actively participate.

Regarding the specific actions in the Preber area as a relevant regulatory requirement the conditions for landscape protection areas must be taken into account additionally to the philosophy of and the idea behind a Biosphere Reserve to guarantee a sustainable development and avoid negative environmental effects.

In general, the developed actions and action plan are considering the ECST, regional potentials and the philosophy of a biosphere reserve. It is also necessary, to take trends in tourism into account, to respect specific regulatory requirements in specific cases and to involve all affected stakeholders.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex

More information about monitoring, management and the action plan can be found in the corresponding documents that are available at the website of the Biosphere Reserve [LINK](#):

- The CEETO Pilot Action Plan
- The report on monitoring workplan implementation
- The report on management tool implementation
- The pilot action final report
- Communication materials, trailer, tv spot, etc.

Pictures:

Area and Survey



Picture 1: Lake Prebersee



Picture 2&3: Visitor survey at the parking lots around the Lake Prebersee

Stakeholder Workshops

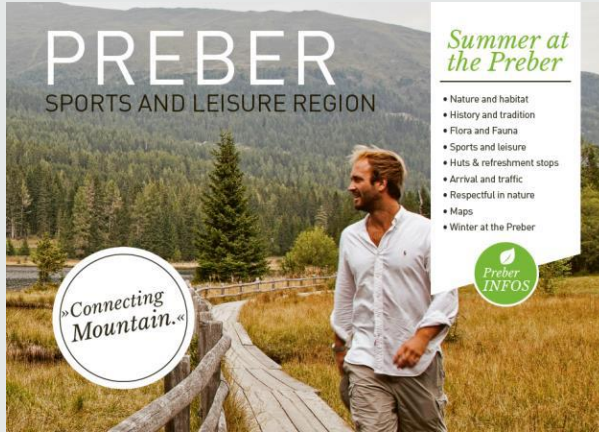


Picture 4: Stakeholder Workshop Preber Workgroup

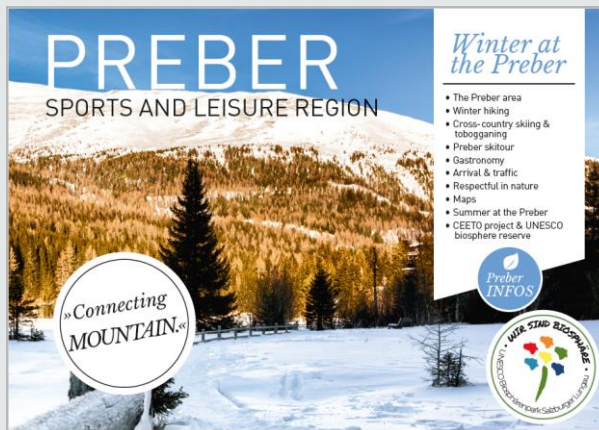


Picture 5: Stakeholder Workshop Biosphere Reserve

Actions Pilot Area Lake Prebersee



Picture 6 & 7: Summer Brochure



Picture 8 & 9: Winter Brochure



Picture 10: Star Hike

Actions: Biosphere Reserve



Picture 11 - 13: Kick of event - Echt.Sein in the Biosphere Reserve



Picture 14 - 16: Guided tours



Picture 17-22: Day of open door with rural youth