

3.3 Detailed Action Plan



This action plan **reflects only the work that will be delivered by the EUROPARC Directorate and the Sections**. However, some activities that will be partly delivered by the Sustainable Destinations are also mentioned in the table. The main work delivered by each Sustainable Destination awarded should be included in their respective Action Plan (especially regarding the involvement of partners, tour operators, local community, authorities and visitors).

Strategic Objective 1 Build a strong network of excellent quality Touristic Destinations

Expected outcomes	Activities	Targets	Responsible	Timing	Indicators	Budget (when applicable)
1.1. A highly motivated and cooperative international network of Sustainable Destinations, with experienced destinations sharing their expertise and best practice with newcomers	Develop and activate internal networking tool – regular update of the Facebook Group	Destinations awarded and Partners/ TO	EUROPARC Directorate to stimulate but requires participation of all group members	Bi-weekly posts on EUROPARC Social media Monthly posts on EUROPARC Sections	Number of posts, rate of engagement, number of participants	Staff time
	Promoting best practices from the network, as news articles and with EUROPARC case studies template	Destinations awarded and Partners/ TO	EUROPARC Federation’s Case studies template EUROPARC Sections help identifying best practices Active participants of PAs and Partners submitting	At least 6 best practice per year	Number of posts, rate of engagement	Staff time
	Trimestral newsletters in English with network updates, events, and global trends (in English)	All members of the network	EUROPARC Directorate	trimestral	Number of newsletters, rate of engagement	Cost covered by EF mailing system
	Online webinars with ECSTPA Destinations and Partners presenting (to be organised in their own language)	PAs and Partners; Potential new Destinations	EUROPARC Directorate and EUROPARC Sections, with case studies from Sustainable Destinations	1 per year per country (in native language) 1 annually in English for wider audiences	Number of registrants and participants Social media shares and visibility	Cost covered by EF webinar system
	EUROPARC Sustainable Destinations Network Meeting	All network and external participants interested in Sust. Tourism	EUROPARC Directorate to overview, member of the network to host and manage	2019, 2021	Participants Evaluation forms	To be defined by hosting organisation

	Bronze, Silver, Gold a recognition of the most successful examples or longstanding members. To be invited to the Network Meeting 2019	Destinations	EUROPARC Directorate	Kick off in the Charter Network Meeting' 19		Can travel costs be covered?
	Mentoring Programme – from experiences to less experienced destinations - based on Bronze, Silver, Gold	PAs technicians	EUROPARC Directorate to match Parks.	Kick off in the Charter Network Meeting' 19	Successful partnerships created	Look for possible funds for experience exchange programme
1.2 Sustainable Destinations recognise the benefits of the network and renew commitment after the 5 years of the Award	The network (Destinations, Partners and TOs) is visible on website and up-to-date	All network	Partners and Sections to collect information on Partners and TOs. EUROPARC Directorate publishes on website	By the end of 2018		Staff time
	Set up a qualitative mid-term follow up for each Destination's action plan (phone call or email)	Destinations	EUROPARC Directorate	Start by end 2018	Destinations contacted	Staff time
1.3 Sustainable Tour operators awarded start working with business partners and tour operators from other awarded Sustainable Destinations	Define clear benefits of belonging to the network	Tour Operators at local level	EUROPARC Directorate and Sections → Destinations to disseminate	By mid-2019		Staff time
	Create detailed guidance on how to implement the methodology – for locals and national agencies (outgoing)	Tour Operators	EUROPARC Directorate coordinates with Sections → Sections to disseminate to nationals → Destinations to disseminate to locals	By mid-2019		Staff time
	Create exchange programme with activities (online) and mailing list exclusively for businesses and TOs certified	Tour Operators and Partners	Possible working group or French National Commission	Start by mid-2019	Meetings of the working group; outcomes; number of exchanges	Possible to include in NGO grant?



Strategic Objective 2 Ensure EUROPARC Sustainable Destinations as living models for Sustainable Development

Expected outcome	Activities	Targets	Responsible	Timing	Indicators	Budget (when applicable)
2.1 Higher engagement of certified Sustainable Partners and Sustainable Tour Operators in each EUROPARC Sustainable Destination	Collect information about partners certified	Partners	Destinations → report to Sections → report to EUROPARC Directorate	By the end of 2018		Staff time
	Create new layout for Partners' certificates for all countries (in different languages)	Partners and Tour Operators	EUROPARC Directorate Designs → Sections translate → Destinations certify	Tools developed by end 2018	New certificates	Staff time
	Define new promotional tools for partners to display their commitment	Partners and Tour Operators	EUROPARC Directorate produces → Destinations distribute to Partners	Brainstorm by June 2018, tools designed by end 2018 and delivered by 2019		Tbd Possibly look for a sponsor?
	Publish Partners' information on website	Partners	EUROPARC Directorate	With new website launch		Staff time
	Create practical toolkit to support the implementation of the ECSTPA for Destinations, partners and Tour Operators	Destinations, Partners and TOs (existing and potential)	EUROPARC Directorate coordinates (with CEETO project) EUROPARC Sections translate	By mid 2020	1 practical toolkit	Based on CEETO outcomes
	Webinar for Partners for experience exchange	Partners	EUROPARC Directorate	1 webinar per year, starting in 2019	Registrations, visibility and participants	
2.2 The environmental, social and economic impacts of the EUROPARC Sustainable	Disseminate the results of Magic Numbers 2017-2018	All audiences Network, National Authorities, Professional Tourism Sector, Potential new	EUROPARC Directorate	Launch on World Tourism Day 2018 (27.09)	Visibility	Staff time
	Create digital infographics (static and short gifs) with the results				1 plan implemented	Staff time
	Short communications plan for the Magic numbers dissemination, with key messages, digital content and press activities				September 2018-2019	Outreach on media and social media

<i>Destinations are highly promoted</i>	Prepare presentation with sections and provide to Destinations	Destinations, EU Institutions	EUROPARC Directorate and Sections	By November 2018	Conferences / Events where they are presented	Staff time
	Make new study		EUROPARC Directorate; Sections to distribute	By 2022		Staff time? Or subcontracted?
<i>2.3 The contribution of the ECSTPA to the Sustainable Development Goals is visible and celebrated</i>	Create infographic – the Value creation of the ECSTPA	All audiences	EUROPARC Directorate	Launch in Charter Award Ceremony 2018	Social media visibility Page analytics	Staff time
	Share best practices from French Parks about low-cost ideas and resources to support their partners following the standards	Partners and TOs	EUROPARC Directorate provides tools and ideas to Protected Areas → Sections translate	By the end of 2019	1 practical toolkit ready to use in different languages	Destinations to find local sponsors
	Support partners and tours operators implementing low-consumption resources	Partners and tour operators	Protected Areas implement and contact Partners			
	Update Good for Parks, Good for People with Sustainable Development Goals in several languages	All audiences	EUROPARC Directorate	Launch in Charter Award Ceremony 2018	4 brochures produced	Prints: maybe TUI supports? 2000€
Develop an Award System to collect their eco-environmental and social performance	All audiences	Working group	First partners awarded in Charter Award Ceremony 2019	Application of the methodology, results	NGO grant	



Strategic Objective 3 **Establish EUROPARC Sustainable Destinations as an internationally renowned quality brand**

Expected outcome	Activities	Targets	Responsible	Timing	Indicators	Budget (when applicable)
3.1 <i>EUROPARC Sustainable Destinations, the awarded partners and tour operators become the key ambassadors of the EUROPARC Sustainable Destinations Brand</i>	Create a short version + presentation of the Marketing Strategy to share	Internal Network	EUROPARC Directorate	By June 2018	1 presentation, 1 graphic resume	Staff time
	Create communications toolkit for Destinations “How to tell the Story of My Destination?”	Destinations	EUROPARC Directorate creates → Section translate if needed	Brainstorm and Draft in June 2018 Final version by November 2019	1 toolkit in place	Staff time
	Train tour operators / guides at local level with the ECSTPA story	Tour operators and visitors	Sustainable Destinations			
	Training on communications and storytelling for Destinations (with tools)	Destinations	EUROPARC Directorate → Section to deliver in mother language?	First test in June 2018 At least one per country by end 2019 Workshop in Network meeting 2019	Number of training Media visibility Meltwater Presentations	Travel costs
	Create communications toolkit for Partners “What makes me different?”	Partners and Tour Operators	EUROPARC Directorate → Sections translate if needed	By mid-2019	1 toolkit in place	Staff time
	Review brand guidelines with specification on the use by partners	Internal network	EUROPARC Directorate	By June 2018	Brand Guidelines reviewed	Staff time
	Review agreement contracts with Partners and Tour Operators in all countries – ensure correct brand use	Internal Network	Sections and EUROPARC Directorate	By June 2018 (Spain) by end 2018 (other countries)	Contract agreements reviewed	Staff time
3.2 <i>The ECSTPA is a recognised methodology by organisations working for Sustainable</i>	Promotional film about the ECSTPA	All audiences	EUROPARC Directorate	Charter Award Ceremony 2019	1 promotional film in place	covered
	Explore the possibility of getting recognition of the ECSTPA by the GSTC	All audiences	EUROPARC /Council members	By end 2020	Partnership agreement	Staff time
	Explore the possibility of becoming an official partner of UNESCO Become a	All audiences	EUROPARC /Council members	By end 2020	Partnership agreement	Staff time

<i>Development at international, national and regional level</i>	member/partner of the UNWTO YFP programme					
	Grow interest of the ECSTPA methodology in 1 country outside of Europe	All audiences	EUROPARC Council support	By end 2020	Partnership agreement	Travel costs?
3.3 EUROPARC Sustainable Destinations are valued by tourists and tour operators	Engage with regional and national tourism authorities for promotion of the Sustainable Destinations explore possibility for National level promotional campaigns with charm actions for Tour Operators or communications campaign for external markets	Professional tourism sector	Destinations to suggest → Contact by EUROPARC Sections → Follow up by EUROPARC Directorate	Start contacts by mid-2019		Staff time
	Explore the possibility of partnership with a well established tour / experiences digital provider to produce packages with EUROPARC Sustainable Destinations & Partners	Digital tour operators / experience providers	EUROPARC Directorate	Start contacts by 2019		Staff time
	Explore the possibility to develop a partnership with TUI Experiences	Internal network	EUROPARC Directorate	Start contacts by 2019		Staff time
	Develop opportunities (possible digitally) for EUROPARC certified Tour Operators to get in touch with international agencies	International professionals/ agencies and Tour operators certified	EUROPARC Directorate	Start contacts by 2019	Webinars	Staff time
	Develop a short annual digital content strategy	All audiences	EUROPARC Directorate and EUROPARC Sections	By 2019	Content strategy Annual reports and comparison over the years	Staff time
	Explore joint participation in Tourism Fairs for partnerships	Internal Network	Destinations, Sections and EUROPARC Directorate	By 2020		Tbd – travel costs and entrance fee
	Create merchandising for Destinations	Destinations	EUROPARC Directorate	Brainstorm by June 2018 Deliver by 2019		tbd
	Design customisable flyer/ poster/ placard about the ECSTPA for Destinations to display	Destinations	EUROPARC Directorate → Sections translate	Brainstorm by June 2018 Deliver by 2019		tbd
Partner Universities to analyse brand recognition among visitors (following previous project)	Internal Network	EUROPARC Directorate	Implementation in 2021		tbd	

3.4 Provisional Action Plan Timeline

	2018	2019	2020	2021	2022
STRATEGY					
Write strategy 2018-2022	█				
Create short version + presentation		█			
Mid-term review			█	█	
Analyse network expectations					█
Develop new strategy 2023-2028					█
MEETINGS					
Charter Awards*			█		█
Network Meeting **			█		█
Seminario CETS in Spain	█		█		█
Meeting in Italy	█		█		█
COMMUNICATION TOOLS					
Review brand guidelines		█			
Review agreement contracts		█			
Design Certificates II and III		█			
Update brochure Good for Parks		█*			
Promotional Film		█*			
Annual digital strategy			█		█
Promotional tools for Parks		█			█
Promotional tools for Partners		█			
Customisable flyer/placard for Destinations		█			
Facebook group activation		█	█	█	█
Promoting best practices and regular info		█	█	█	█
Newsletters		█	█	█	█
Bronze, silver, gold Destinations			█**		
TRAINING AND TOOLS					
Communications Toolkit for Parks		█			
Communications training for Parks (TBD)		█			
Communications Toolkit for Partners		█	█		
Toolkit (Parks) implementation part II & III		█	█	█*	
Webinar Destinations (1 in English, lang. tbd)		█	█		█

	2018	2019	2020	2021	2022
Webinar for Tour Operators (tbd)					
Webinar Partners					
Best practices on eco-friendly measures					
Mentoring Programme					
Visitor management tool + quality control					
PARTNERSHIPS					
GSTC					
UNESCO					
UNWTO YFP					
TUI Experiences					
Engage regional & national tourism agencies					
Partner UNIs for brand awareness study					
Partnerships for joint participation in fairs					
Digital TO / Experiences provider					
NETWORK MANAGEMENT					
Collect information about Partners					
Update Parks within the network					
Define qualitative mid-term review system					
Define benefits of TOs to join the network					
Guidelines for TOs - network					
Exchange programme for Partners & TOs					
1 park certified outside of Europe					
DATA COLLECTION					
Methodology Partners - Envi-impact					
Charter Magic Numbers 2018	27.09				
Digital infographics					
Short Comms plan for Magic					
Presentation about Magic Numbers					
Prepare new simplified survey					
ROI or SROI for parks					



EUROPARC

Sustainable Tourism
in Protected Areas

www.europarc.org/sustainable-tourism

for more information about the
Marketing Strategy and Communications Action Plan
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F E D E R A T I O N

EUROPARC Federation, 2018