



Clim-ATIC: Climate Change - Adapting to The Impacts, by Communities in Northern Peripheral Regions

Workpackage 4 - Adaptation Demonstration Projects

Project Plan – WP4 – Finland 2 – DRAFT, November 2008

1. Project Description

- a. The project “Future tourism prospects for local communities in Finnish Lapland” aims at enabling adaptation through the better dissemination of relevant knowledge about local climate change to the local tourism industry and thus encouraging tourism actors to adapt their businesses and products to the local effects and impacts of climate change. The project is to be focussed on two ski resorts (Levi and Ylläs), and on Rovaniemi, which are all located in Finnish Lapland.

- b. The objectives of this project are 1) to examine how strategic tourism plans in Finnish Lapland deal with the issues of adapting to climate change; 2) to map the tourism products of Northern Finland from the viewpoint of their possibilities to adapt to drastic or slower climate related changes in their operating environment; and 3) to give guidance to tourism product developers in order to help their adaptation to climate change. Dissemination of the existing knowledge about climate change and adaptation will be organised through workshops for local decision-makers and tourism entrepreneurs in Levi, Ylläs and Rovaniemi, in order to evaluate their attitudes and outlooks, and discuss future possibilities for, and threats to, tourism businesses. The active phase of this demonstration project will be between December 2008 and February 2010. The results of the mappings and discussions and also the new product ideas will form the main outcomes of the project. After the project it is intended that key tourism actors will be more aware of the impacts of climate change and that they will have developed specific business ideas or products that will let them adapt to the changing climate.

- c. Annual and total budget for the project:

	Year 2008	Year 2009	Year 2010	Total
Budget €	3973	23 600	2880	30 450

2. Relationship to Main Project

- a. The project is strongly linked with the overall objectives of the main project as it is very specifically addressing adaptation in one of the key sectors – tourism. The project also has strong connections with the tourism demonstration projects in Sweden and Scotland since the adaptation challenges to the existing key tourism drivers arising from climate change are similar in all three tourism destinations. The main issues are lack of snow (or the increasing unpredictability of snow cover along with more frequent storm events) and the seasonality of local tourism business. The objectives in these three cases are to deliver knowledge about local climate change and to create new tourism products and/or make the existing products more flexible in order to help the local industry to better adapt to climate change. Thus, the Finnish tourism project also relates to the overall objective of main project by helping the adaptation of northern communities to climate change. The project will also be linked, through knowledge exchange and dissemination, with the Lapland community project WP3 project work managed by the University of Lapland (WP3/Finland).

3. Project Funding Partners

- a. The demonstration project will be funded by the Ministry of Environment, the City of Rovaniemi, the Municipalities of Kittilä and Kolari and the Northern Periphery Programme.

4. Project Management Structure

- a. The members of the regional steering group will be the following:
- i. Finnish Forest Research Institute METLA, Rovaniemi: 1) senior researcher Seija Tuulentie, 2) Professor Liisa

Tyrväinen, 3) researcher Asta Kietäväinen, 4) project secretary Eija Virtanen

- ii. Representatives of the municipalities: 1) Tapio Niittyrinta (Municipality of Kolari), 2) Katariina Palola (Municipality of Kittilä), 3) Tuula Rintala-Gardin (City of Rovaniemi)
- iii. Representatives of the tourism organisations: three persons to be appointed later representing Levi, Ylläs and Rovaniemi.

The regional steering group will meet four times during the project.

- b. The locally based project manager will be senior researcher Seija Tuulentie, METLA, PO Box 16, 96301 Rovaniemi, Finland; seija.tuulentie@metla.fi, tel. +358 10 211 4438.
- c. The project will be managed by Seija Tuulentie in cooperation with Finnish project leader Miikka Halonen at the Lapland Regional Environment Centre and the Finnish steering group with the help of the administrative staff in METLA, Rovaniemi and also METLA Helsinki when needed.

5. Project Activities and Deliverables

- a. The following activities will be undertaken in the project:
 - i. December 2008-February 2009: Reading and evaluating the tourism strategies for Finland and Lapland and the local tourism strategies for Ylläs, Levi and Rovaniemi from the point of view of climate change. This will be done in the office within the two first months of the project. A brief overview document will be produced to summarise the results of the research and evaluation
 - ii. February/March 2009-April 2009: Mapping of existing tourism products will take place partly in the office and partly in the destinations through the interviews with tourism entrepreneurs. A local visit will be arranged during the Steering Group meeting in Rovaniemi in February 2009. Preparation for the proposed workshops will begin.
 - iii. May – July 2009: Workshops will be arranged as one-day events in Rovaniemi, Levi and Ylläs during the low season.
 - iv. Writing of the project reports and a tourism adaptation guide booklet will go on during the whole process but especially during summer and autumn 2009.

- b. The end products from the project will be 1) reports of the workshops including the possible innovations for new or more flexible tourism products and 2) reports on the objective 1 (strategic tourism planning and climate change) and 2 (overview of tourism products in relation to climate change). The reception of knowledge about local climate change and adaptation among tourist entrepreneurs will be evaluated and reported in an article. Suggestions about how to take adaptation to climate change into account in tourism development will also be given in a form of a guide booklet to be distributed to local tourism businesses.
- c. The communities will benefit from the increase in the flexibility of existing tourism products and the innovations for new products in the long run. Also the increase in knowledge about climate change will give the communities more social capital to assist in community adaptation strategies.
- d. The exchange of knowledge and experiences in adaptation to climate change between the three tourism demonstration projects makes the project transnational. Transnational brainstorming events between tourist entrepreneurs from different countries/regions with similar challenges will be organised in order to change experiences and develop new ideas.
- e. There are very preliminary plans to build up a larger ERDF funded project in the field of tourism and environment.
- f. The project related material will be archived in METLA, Rovaniemi. The normal archiving procedures will be followed.

6. Project Reporting

- a. Progress and financial reporting will be done in accordance with the project plan, i.e. every half year. A more informal quarterly update will be provided to the overall WP4 leader
- b. It is suggested that two meetings with other tourism demonstration projects should be arranged. The first one should be at the project initiation stage, e.g. November/December 2008 and the other one in the end of the year 2009 or early 2010. A local meeting and visit to the project communities with the WP4 leader could be useful in the middle period of the project e.g. in the autumn of 2009 or to look at how the project is being implemented in the 2010 tourism season. The meetings with the other two demonstration projects will need to be co-ordinated to suit their project plans

7. Dissemination

- a. A local press conference will be arranged in the autumn 2008 to announce the start of the demonstration project. Other dissemination events will be discussed and planned by the regional steering group at its proposed meetings.

8. Links to other projects

- a. In addition to the meetings mentioned above it is intended that regular links will be maintained with the demonstration projects in Åre and in the Cairngorm National Park through regular exchange of information by email and telephone calls.

It is intended to develop strong links with the WP3 community adaptation strategy project led by the University of Lapland. Also, the demonstration project will have the opportunity for connections and exchanges of knowledge, inside METLA, with the project “The meaning of tourism and recreation in rural development and landscape.”

9. Project Finance

- a. The budget set out below includes only salary costs as the travel and other costs are covered by the Clim-ATIC budget of the Finnish lead partner, Lapland Regional Environment Centre.

Budget for tourism demonstration project, Metla, Finland /Clim-ATIC	Number of working hours	Costs €	Task
2008			
Tuulentie, Seija	21,75	805,62	Planning/Meeting in Lycksele
Hakkarainen, Maria	21,75	518,52	Planning/Meeting in Lycksele
Kietäväinen, Asta	145,00	4010,70	Activity 1 (analysis of tourism strategies)
Virtanen, Eija			Planning/Meeting in Lycksele
Total		5858,15	
2009			
Tuulentie, Seija	36,25	1342,70	Participating the workshops
Kietäväinen, Asta	732,25	21 000,93	Performing activities 2 (mapping the tourist products) and 3 (arranging workshops)
Virtanen, Eija	21,75	523,31	Participating workshop arrangements etc.
Total		22866,94	
2010			

Tuulentie, Seija	36,25	1342,70	Reporting and dissemination
Total		1342,70	
+ office costs			
Total for 3 years		30 453	

10. Summary Project Programme

- a. Set out a simple summary table of key stages and key dates for the project

	2008	2009	2010	2011
Beginning of the demonstration project	01/12			
Analysis of tourism strategies ready		22/02		
Mapping of tourism products ready		30/04		
Workshops at the destinations		15/04 – 31/05		
Reporting and disseminating the results			Until 30/06	Dissemination takes place also at the final conference for the whole project