Individual strategy template

Name National/ Regional park: Grenspark Kalmthoutse Heide
Pilot group: A, modal shift
Contact details projectpartner: Mattias Van den Bergh, m.vandenbergh@grenspark.be
Date: 31/01/2025

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	Grenspark Kalmthoutse Heide (GKH) is a nature park on the Belgian-Dutch border, valued for its peaceful environment in a densely populated area. However, reliance on cars for access leads to congestion, which disturbs residents and threatens sensitive habitats. Additionally, some entrances are more popular than others, causing an uneven distribution of visitors throughout the park. Through the MONA project, GKH aims to encourage a shift from car usage to alternative modes of transportation, such as walking, biking, buses, and trains, to reduce the park's ecological impact. The goals of GKH are to decrease the number of visitors arriving by car, increase the number of visitors using sustainable transportation methods, and promote a better distribution of visitors across the park. This will help minimize ecological harm and ensure sustainable access to this unique natural space.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	GKH is participating in a sustainable tourism strategy focused on improving the visitor experience in nature areas through Pilot A Modal Shift in WP2, alongside PRNMR (FR) and NPUH (NL). This pilot aims to enhance connectivity between train stations and nature areas while assessing options for soft mobility, like improving bicycle facilities and transforming train stations into "green

		entrances." The pilot group will develop a visitor information format applicable to all parks. Through project meetings, exchanging lessons learned, and updating strategy at the end of the project with pilot lessons, the complete partnership will learn how to work on a modal shift that influences visitor behavior in the park but also arriving at the park. By the end of the project GKH wants to: ● Improve coöperation with mobility stakeholders, European partner organisations and local municipalities. ● a better visitor information experience by providing more and correct information about sustainable mobility alternatives. ● to provide new and better experiences,placed in zones that would benefit from more recreational activity to relieve overused areas and entrance gates. These new experiences should also encourage the usage of sustainable modes of transport. ● Provide solutions that can be implemented to enhance the visibility of entrance gates and their visual connection with mobility hubs.
3	**What are the planned pilot activities during the project lifetime?**	GKH will work on different topics, also mentioned in deliverable D2.4.1: Joint format Action plan - Modal shift. **Creating a modal shift to the park** ● Visitor information: ○ Website revision & improving accessibility page ○ improving the analogue Visitor map ○ Creating a digital starting point map ○ Improving visitor communication ● The introduction & implementation of a sustainable recreational mobility strategy: ○ Recreational sustainable mobility is overlooked in Belgium. GKH uses the MONA project to raise awareness and push for a regional vision. ○ GKH will coordinate with municipalities and support mobility research through academic partnerships and design projects. ○ Overcrowded parking areas require alternatives. GKH aims to explore sustainable solutions through MONA, despite political challenges.

		● Creating a green experience:
		   ○ GKH will collaborate with local municipalities and a design agency to transform stations and bus stops into sustainable gateways with greenery, improved signage, and better facilities. One hub will serve as a pilot green station, with a guidebook for future upgrades.
		
		Creating a modal shift in the park
		● Providing experiences & points of attraction
		   ○ horseback rider network
		   ○ train walk experience
		   ○ introducing new experiences to make visitors shift
		● Zoning of nature area
		   ○ Creation of a spreading plan
		   ○ design work on entrance gates
		● Routing structure
		   ○ Monitoring of visitor flows
		   ○ Creation of a signage family

4	**What are your key performance indicators?**	Key performance indicators include: ● Visitor numbers more distributed over different entrances in relation to the carrying capacity of the entrance. ● A shift in usage numbers of provided hikes ● Increasing use of public transportation, specifically trains ● Increasing use of bicycle parking facilities ● Decreasing parking occupancy rate ● Reduced parking disturbance for local residents ● Increasing use of shared mobility options ● Increasing use of the digital visitor map and accessibility page ● Stakeholder engagement levels and feedback. ● Visitor engagement levels and feedback.
5	**How will you measure this?**	Project outcomes will be measured through ● Visitor and resident baseline and intervention surveys conducted at the start and end of the MONA project ● Tracking of visitor numbers on website ● Usage of counting poles at different starting points ● analytics from the shared mobility systems en transport companies ● monitoring of parkings
6	**What are critical succes factors that can be of influence on your strategie and how do you manage this?**	Succes will depend on several critical factors, including: ● participation of lokal stakeholders (municipalities, mobility authorities, ecological parties,...) ● capacity to research mobility and design solutions (design agency or thesis students,...)

		• The accessibility and ease of use of the starting point map make the platform intuitive, delivering clear, high-quality information • Project adjustments are made based on feedback from stakeholders and visitors, especially during the pilot phase
7	**What is/ are the Pilot area(s) where interventions occur?**	All interventions will take place in and around Grenspark Kalmthoutse Heide, with a primary focus on enhancing the various entrance gates, starting points, and other points of interest. Additionally, to address the topic of "green stations," there will be interventions along the roads connecting mobility hubs to park entrances.
8	**Who is/ are the target group(s)?**	**GKH** designed a communication strategy that distinguishes between target audiences and considers how to communicate with each: • **'The Silence Seeker'**: This visitor enjoys the peace and quiet while cycling and walking through nature. • **'The Insight Seeker'**: For this visitor, a visit to the park is more than just a walk. It's a journey full of insights and wonder. • **'The Strava Mountain Biker' / Adventure Seeker**: This visitor comes for a long-distance hike, mountain biking, or other adventurous activities. • **'The International Visitor'**: This visitor comes for a unique natural landscape filled with landmarks. Multilingual communication is important here. • **'The Strolling Hospitality Visitor' / Scenery Seeker**: This visitor enjoys an easy-going social activity, possibly with family, which can also be shared on social media.
9	**What are the expected benefits?**	The primary advantage is the promotion of a more sustainable future for GKH. Shifting to more eco-friendly modes of transportation reduces congestion at key entrance gates and parking areas, which in turn enhances road safety. From an ecological perspective, this transition minimizes the harmful impact of vehicle emissions and avoids excessive recreational activities in specific zones. Furthermore, reduced congestion leads to less disruption for the neighborhoods surrounding the park. Finally a shift to more active modes of transportation benefits visitors by promoting a healthier lifestyle.

10	**What are the potential risks?**	Potential risks include: ● The implementation of mobility actions without being a mobility authority can be challenging within the lifespan of the MONA project. ● Recreational mobility often lacks in planning and research ● Complex stakeholder landscape ● External stakeholders have their own agenda (plans in the long term) that are hard to influence ● One solution might not work in another context because of local identities and rules. ● Modal shift is related to mobility behavior change which is a long-term transition outside the timeframes of project MONA. ● Limited or fragmented data from stakeholders, leading to gaps in mobility information.
11	**How and when do you evaluate the progress and effectiveness of your strategy**	Progress will be evaluated periodically through: ● Bi-annual progress reports analyzing the achievement of KPIs. ● Direct feedback from stakeholders and visitors within pilot areas. ● Adjustments based on findings from visitor flow studies, including survey and monitoring measures. ● A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction of motorized recreational movements to and within the park.

Individual strategy template
Name National/ Regional park: Nationaal Park Utrechtse Heuvelrug
Pilot group: A, modal shift
Contact details projectpartner: Sterre Sparreboom, sterresparreboom@npuh.nl
Date: 8-11-2024

The following provides a clear and strategic overview of the park's strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	General project Goals (What is the reason you are doing the project and the difference you want to achieve with the current situation)	The growing interest in nature-based tourism has led to a significant increase in the number of visitors to National Park Utrechtse Heuvelrug, especially since the corona pandemic. Due to the many visitors, with the majority traveling by car, there are numerous challenges including negative impact on our nature areas, traffic congestion, parking problems and air and noise pollution. Through the MONA project, we are working on making recreational mobility to and within our park more sustainable. Our focus is to facilitate and stimulate a modal shift from car use to more sustainable options, like walking, biking, shared systems and e-bikes. We want to reduce the number of visitors arriving by car while improving dispersion of visitors across the National Park Utrechtse Heuvelrug by facilitating sustainable mobility options with goal to: > reduce pressure on nature > reduce negative environmental impact > reduce congestion & nuisance

2	Strategic Project objectives (what you plan to achieve by the end of your project)	Improving facilities to make a modal shift from car use to sustainable transport options possible. Train stations should be recognizable as entrances to the nature areas, sustainable mobility options in the nature areas must be facilitated and visitors have to be informed and guided into the right direction. > develop a regional vision on sustainable recreational mobility with relevant stakeholders. > improve facilities to make the modal shift possible. > improving visitor information for better guidance.
3	What are the planned pilot activities during the project lifetime?	Throughout the project, several pilot actions will be executed, including: ● Vision: together with our stakeholders, developing a regional vision on sustainable recreational mobility for NPUH. ● Starting point map: launching an integrative starting point map with multimodal route planner, sustainable travel options, facilities and mobility information. The goal is to improve visitor information and the visitor experience. This way, visitors can more efficiently plan their sustainable journey and reach their destination faster. Visitors can be better spread and the recreational pressure can be reduced, by choosing to show or not show certain park entrances or parking spaces that are usually most visited. ● Green stations: improving the connection between train stations with the National Park. This could include more greenery at the station, good information signs, framing of stations as a sustainable gateway to nature and the use of stations as a green entrance to the National Park, so that more visitors leave their cars at home and come by train. ● Pilot mobility hubs: developing a pilot with shared mobility hubs for visitors to park their car at the edge of the park or come by train. They can cover the last-mile to their destination sustainably via shared mobility. ● Data-collection, research & monitoring: Strengthening the recreational mobility system knowledge base from the National Park Utrechtse Heuvelrug and flanks by

		gathering existing data, data-analysis, and facilitating research and monitoring activities to gather insights on recreational mobility movements and recreational pressure. ● Facilitate research and knowledge development projects on modal shift topics, for example with associated organization Wageningen University & Research (WUR). ● Communication: improving visitor information and promoting modal shift through various communication efforts to seduce visitors to recreate and travel in a more eco-friendly way, and increasing environmental awareness/consciousness.
4	What are your key performance indicators?	Key performance indicators include: ● The (increased) usage of train stations ● The usage of the shared mobility systems ● The usage of the digital starting point map ● Stakeholder engagement levels and feedback.
5	How will you measure this?	Project outcomes will be measured through: ● Differences in transportation choice between the visitor and resident baseline and intervention surveys conducted at the start and end of the MONA project. ● Differences in percentage of respondents indicating a lack of information as a barrier in the choice for public transport between the visitor and resident baseline and interventions surveys conducted at the start and end of the MONA project. ● Monitoring of train stations (usage, valuation) ● Tracking and analytics from the digital starting point map. ● Analytics from the shared mobility system ● Monitoring motorized traffic movements by counting loops on strategic points on the Utrechtse Heuvelrug.
6	What are critical success factors that can be of influence on your strategy and how do you manage this?	Success will depend on several critical factors, including ● Stakeholder engagement and cooperation: maintaining collaboration with the province of Utrecht, municipalities, nature organizations, landowners, and organizations like NS (Dutch

		railways), as well as engaging them early in data-sharing processes. • Accessibility and usability of the starting point map ensures the platform is intuitive and provides high-quality information. • Project adjustments based on stakeholder and visitor feedback, particularly as pilot actions progress and data from initial phases inform the strategy. • Data-collection and sharing by stakeholders for strengthening the knowledge base… for the development of a regional vision on sustainable recreational mobility NPUH. • Adoption of sustainable mobility options by visitors.
7	What is/ are the Pilot area(s) where interventions occur?	All interventions will take place in National Park Utrechtse Heuvelrug and its flanks (scale) with a focus on train stations in the park.
8	Who is/ are the target group(s)?	The main target groups are: • Nature visitors seeking sustainable recreation in natural areas. • Local residents near protected areas, benefiting from reduced traffic congestion, and nuisance from overparking. • Local and regional public authorities (mobility experts and tourism makers at local and regional public authorities). • Infrastructure (& public) service providers. • Higher education and research organizations help to enhance both theoretical and practical knowledge of the complex relationships between visitors, residents, nature, environment, and mobility. • Disadvantages groups for whom the project aims to improve accessibility.
9	What are the expected benefits?	Expected benefits include: • Promotion of a more sustainable future for NPUH from an ecological perspective. • A strong regional cooperation on sustainable recreational mobility NPUH.

		• Reducing car usage while increasing forms of active mobility (walking, cycling) which can have a positive effect on visitors' health. • Reducing congestion, overparking and illegal parking. • Reducing recreational pressure. • Reducing air and noise pollution, reducing nuisance for animals, inhabitants and recreationists alike.
10	What are the potential risks?	Potential risks include: • Limited or fragmented data from stakeholders, leading to gaps in mobility information. • Conflicting interests and timelines between stakeholders could slow decision-making and project execution. • The implementation of mobility actions without being a mobility authority can be challenging within the lifespan of the MONA project. • Recreational mobility often lacks planning and research. • Complex stakeholder landscape, stakeholder engagement is challenging and time-consuming. • Modal shift is related to mobility behavior change which is a long-term transition outside the timeframes of project MONA.
11	How and when do you evaluate the progress and effectiveness of your strategy	Progress will be evaluated periodically through: • Bi-annual progress reports analyzing the achievement of KPIs that have relevant data on bi-annual timeframe. • Direct feedback from stakeholders and visitors within pilot areas. • Adjustments based on findings from visitor flow studies, including survey and monitoring measures. • A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction of motorized recreational movements to and within the park.

Individual strategy template

Name National/ Regional park: Nationaal Park Veluwezoom (Natuurmonumenten)
Pilot group: B
Contact details projectpartner: Natasja Zak
Date: 16/12/2024

The following provides a clear and strategic overview of the park's strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	With the MONA project National Park Veluwezoom, Natuurmonumenten aims to alleviate pressure on protected natural areas by reducing motorized traffic within the park. This should create a better balance between nature en recreational use.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	• By project completion we want to have implemented a proven package of project solutions (like road closure, introduction of paid parking and relocation of parking lots) that help to create a sustainable visitor flow across designated (natural) areas. • By project completion we want to have verifiably less motorized traffic movements within the nature park of Veluwezoom. • By project completion we want an approach and framework of activities that can be copied/ scaled-up to other areas across Europe.
3	**What are the planned pilot activities during the project lifetime?**	Throughout the project, several pilot actions will be executed, including: • Closure of the main road for cars and motorbikes • Closure of certain parking lots within the park • Developing a new parking lot at the main entrance of the park • Introducing paid parking • Introducing a PRIS information system

		• Establishing a concept for sustainable shared transport.
4	**What are your key performance indicators?**	Key performance indicators include: • Reduction in motorized traffic movements within the park • Reduction in use of parking lots within the park • Increase in use of sustainable traffic methods (like bicycle/public transport) • Increase in visitor satisfaction
5	**How will you measure this?**	Project outcomes will be measured through: • Tracking/Monitoring visitor pressure by traffic study • Regular visitor satisfaction survey by Natuurmonumenten & gemeente Rheden
6	**What are critical success factors that can be of influence on your strategy and how do you manage this?**	Success will depend on several critical factors, including: • Stakeholder cooperation: Maintaining collaboration with municipalities, inhabitants and entrepeneurs • Accessibility and usability of entry points: • Project adjustments based on stakeholder and visitor feedback, particularly as pilot actions progress and data from initial phases inform the strategy. • Addressing the potential reluctance of some stakeholders, such as land owners, to allow the use of certain entry points due to concerns about overcrowding.
7	**What is/ are the Pilot area(s) where interventions occur?**	Key intervention areas include: • National Park Veluwezoom (municipality of Rheden)
8	**Who is/ are the target group(s)?**	The primary target groups are: • Nature visitors seeking sustainable recreation in natural areas. • Local residents near protected areas, benefiting from reduced traffic movements • Disadvantaged groups for whom the project aims to improve accessibility.
9	**What are the expected benefits?**	Expected benefits include: • Reduced environmental impact on high-traffic nature sites due to reduced pollution and disruption. • Improved visitor experience for all groups of recreational visitors • Improved liveability for local residents by less disruption of motorized traffic

10	**What are the potential risks?**	Potential risks include: • Bureaucratic and technical challenges that lead to potential delays in developing the new (digital) infrastructure • Conflicting interests between stakeholders that can lead to legal proceedings (that can delay implementation of measures); • Dissatisfaction of some visitors due to diminished accessibility of the park by car.
11	**How and when do you evaluate the progress and effectiveness of your strategy**	Progress will be evaluated periodically through: • Bi-annual progress reports analyzing the achievement of KPIs. • Direct feedback from stakeholders and visitors in pilot areas. • Adjustments based on findings from visitor flow studies, including surveys and counting measures. • A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction in visitor pressure on sensitive areas and the increased accessibility.

Individual strategy template

Name National/ Regional park: Parc naturel régional de la Montagne de Reims (PNRMR)
Pilot group: A, modal shift *(see other document for strategy linked to Pilot C)*
Contact details projectpartner: Emmanuelle Déon – e.deon@parc-montagnedereims.fr
Date: 18/11/2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	PNRMR is a peri-urban regional Park close to 2 big cities of the region (Reims and Epernay), and located at the heart of the "Champagne" tourism destination. This context brings a lot of interest and visitors to the Park. In addition, we notice a growing interest for nature-based tourism and outdoor activities, for which the Park is well equiped (nature areas, hiking and biking paths). 4 train stations are located in PNRMR, directly connected to Epernay and Reims (both cities being also easily connected to Paris with a short train or TGV journey). However, visitors mostly reach nature areas in the Park with individual cars. Knowing that transport is known to represent two thirds of greenhouse gas emissions in tourism, it is important to encourage modal shift. The parks sees the Reims-Epernay train line, and the 4 train stations in the Park linked to this line, as an opportunity. But for a more inviting experience, communication and on-site facilities, information and signage need to be improved at/around train stations.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	With this project, we want: To improve cooperation with tourism stakeholders and mobility operators, to work alltogether in order to improve modal shift in tourism,

		• To define the package of solutions which need to be implemented in order to improve train use among visitors/tourists who reach the Park • To implement measures linked to better visitor-information and to improve visitor experience when using the train to reach the Park, • To get inspiration from other European partners and to share our activities and projects.
3	**What are the planned pilot activities during the project lifetime?**	Throughout the project, several pilot actions will be executed, including: • Action plan for facilitating modal shift towards nature: a shared action plan will be developed in collaboration with PNUH and GKH (Pilot A partners) to define what can be planned and done to encourage visitors to use the train. • Improving facilities to make modal shift possible : PNRMR will set up and carry out an on-site study in collaboration with recreational, tourism and urban/landscape planning students (Masters degree). This on-site study will involve municipalities and stakeholders (tourism, mobility) and will lead to a report describing a package of measures that should be implemented in order to improve the role of the 4 train station as "green entrances" to the Park. • Developing and implementing a format for visitor information (relevant & accurate). • Improving intermodality by considering cyclotourists who use (or could use) the train: in terms of information, facilities and signage.
4	**What are your key performance indicators?**	Key performance indicators include: • Stakeholder engagement levels and feedback. • Reduction in car-use to reach nature areas in the Park. • Increase the use of the train and train stations for nature visitation • Increase visitation to lesser-known and less fragile nature areas.
5	**How will you measure this?**	Project outcomes will be measured through: • Engagement of local stakeholders: appearance during project meetings • Increase in number of annual users of train stations located in the Park • Increase in visitation to lesser-known and less fragile nature areas around train stations via use of the Park's observation system (counting poles in forests), and feedback from municipalities and stakeholders.

6	**What are critical success factors that can be of influence on your strategy and how do you manage this?**	Success will depend on several critical factors, including: • Stakeholder cooperation: Maintaining collaboration with municipalities, mobility operators, destination management organizations and tourism stakeholders in general, in pursuing the goal of improving modal shift. • Level of involvement of the 4 municipalities involved (where the 4 train stations are located in the Park). • Project adjustments based on stakeholder feedback and parallel projects: over time, public authorities and mobility operators also implement new projects themselves, which MONA Project has to adapt to. • Adoption of sustainable mobility options by visitors.
7	**What is/ are the Pilot area(s) where interventions occur?**	Key intervention area include: • The "Ligne des Bulles" train line that connects the Park to Reims and Epernay. This train line crosses the Park from north to south, and stops at 4 train stations in the Park. • The 4 municipalities where the 4 train stations are located in the Park: Rilly-la-Montagne, Germaine, Avenay-Val-d'Or, Aÿ-Champagne. • Montagne de Reims regional nature Park, as a destination and also because locally, the Park is the initiator and coordinator for this project. • The "Champagne" area as a destination in itself since PNRMR is located at the heart of this area and many tourists are attracted to the region for this purpose. • Especially, Reims and Epernay ("gate cities" to the Park) since many potential visitors come from these 2 cities (whether locals or tourists).
8	**Who is/ are the target group(s)?**	The primary target groups are: • Nature visitors seeking sustainable recreation in natural areas. • Local residents living in the Park or in cities nearby (especially Reims and Epernay), benefiting from nature access with the train.
9	**What are the expected benefits?**	Expected benefits include: • Reduced environmental impact (less greenhouse gas emissions linked to tourism transport, better visitor "distribution" in less fragile nature areas located near train stations) • Enhanced cooperation among regional stakeholders in improving modal shift among visitors.

		• A joint and coordinated project around the "Ligne des Bulles" train line (in terms of marketing, experience, services/facilities, signage, etc) • An improved visitor experience when using the train, thanks to well-equipped train station as "green entrances to the Park".
10	**What are the potential risks?**	Potential risks include: • The implementation of mobility actions without being a mobility authority can be challenging. • External stakeholders have their own agenda (plans on the long term) that are hard to influence : MONA projects and activities will have to adjust to that over time. We already know that it will have a significant impact on projects and activities that we planned around « improving the biking experience from train stations ». • Municipal elections in 2026, which are likely to bring some projects to a standstill for many months (before the elections and after). • Sucess indicators that are complicated to measure (example : reduction of car use to reach the Park for leisure and tourism). • Modal shift is related to mobility behavior change which is a long-term transition outside the timeframes of project MONA.
11	**How and when do you evaluate the progress and effictiveness of your strategy**	Progress will be evaluated periodically through: • MONA counselling trajectory (quarterly meetings) • Bi-annual progress reports analyzing the achievement of KPIs. • Direct feedback from stakeholders and municipalities within pilot areas. • A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction of motorized recreational movements to and within the park.

Individual strategy template

Name National/ Regional park: Parc naturel régional de la Montagne de Reims (PNRMR)
Pilot group: Pilot C
Contact details projectpartner: Blaise PAILLARD b.paillard@parc-montagnedereims.fr (Pilot C)
Date: 18/11/2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	The main goal is to promote a sustainable practice of outdoor activities and leisures in the Park in order to reduce the impacts on nature areas. We aim to develop and implement nudge tools to encourage practitioners and visitors to adopt a more eco-friendly behavior, and encourage the commitment of participants in order to promote a more responsible way of practicing.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	- Develop a complete methodology and network for organising outdoor sport events in the Park - Develop efficient nudge tools in order to encourage people to adopt a more eco-friendly behaviour while visiting natural areas - Develop an efficient communication campaign linked to nudges tools in order to raise awareness of visitors and promote responsible behaviors - Make the challenges of preserving natural environments easier to understand for visitors and sports practitioners - Share knowledge with European partners
3	**What are the planned pilot activities during the project lifetime?**	Pilot C activities – nudges **A2.11** : Development of a communication and marketing concept for nudging in nature-based tourism - Identify and deploy an existing communication campaign with our local partners (National Forest Agency mainly) that will be linked with nudge tools in order to raise awareness of visitors on nature preservation, such as "Quiet Zones"

		A2.12 : Design of the package of measures "Nudging for sustainable tourism development" - Ideation, prototyping, evaluation and deployment of efficient nudges tools related to the most important impacts visitors and sport practitioners may have on the environment, identified in the Park **A2.13** : Implement nudging communication and marketing concept in pilot nature areas - Select sites where nudges and communication tools will be deployed through time with the aim of lowering the pressure of leisure on nature areas **A2.14** : Implementation of the package of measures "Nudging for sustainable tourism development" - This will also be linked to the development of a network of responsible events organizers within the Park, with a shared methodology and the structuration of a "technical committee of outdoor activities"
4	**What are your key performance indicators?**	Key performance indicators include : - Engagement of events organizers for responsible events - Number of nudges deployed and evaluation of their effectiveness - Engagement of individual practitioners for a sustainable and responsible practice
5	**How will you measure this?**	- Number of joint actions with our local partners - Signatories of the charter for responsible events - Number of participants to the Technical Committee of Outdoor Activities - Number of marker kit loans every year - Surveys of visitors and practitioners to understand the engagement with sustainable and responsible sports practices - On site analysis of impacts of experimental nudges - Number of people contributing to "Outdoorvision" - Hectares of "Quiet Zones" being introduced in the Park
6	**What are critical succes factors that be of influence on your strategie and how do you manage this?**	Partners cooperation : - Maintain sport events organizers involved in the process year after year - Involvement of local authorities in the deployment of nudges beyond the testing sites - Maintain and develop the cooperation with the National Forest Agency Reaching out to individual practitioners : - Encourage practitioners to make a commitment to preserving nature areas - Make easier the understanding of issues related to nature areas

		Monitoring and facilities :
		- Analyze visitor flows, most frequented paths and sites
		- Assess the effectiveness of the improvements already made
		- Assess the effectiveness of new developments
7	**What is/ are the Pilot area(s) where interventions occur?**	At the beginning of the project (phase 1 – test): - 3x State forests and public forests - 2x Natura 2000 sites What is expected by the end of the project (phase 2 – larger scale deployment) : - Whole public forests of PNRMR - Volunteer municipalities from PNRMR interested by nudge tools - Various natural sites inside PNRMR
8	**Who is/ are the target group(s)?**	- outdoor sport practitioners (individually & through sport events) - visitors of nature areas These targets may be either local residents or visitors.
9	**What are the expected benefits?**	- better cohabitation between different users - fewer side effects of outdoor sport practices and nature areas visits - raising awareness among a large number of practitioners and visitors of nature areas - people's commitment to preserving the environment and adopting behavior accordingly - avoid sensitive areas so that they are preserved
10	**What are the potential risks?**	- misunderstanding of nudges - misunderstanding of communication campaigns - development of impacting behaviors and frequentation of sensitive areas (opposite effect) - poor or non cooperation with local event organizers - poor cooperation with local stakeholders and partners (National Forest Agency for example) - development of actions in addition to other initiatives (confronting agendas)
11	**How and when do you evaluate the progress and effictiveness of your strategy**	Progress will be evaluated starting from 2025, before the deployment of nudge tools, thanks to : - visitor surveys during the project lifetime (how visitors perceive the environment - monitor the effectivness of nudges deployed during the testing phase - the evaluation of nudges selected for a larger scale deployment after the testing phase (thanks to surveys and on-site analysis) - the launch of the charter for responsible events (how many sign it, monitor the evolution every year) - the launch of the "no trace marker kit" (how many loans every year, complete if according to newly identified needs)

	- the analysis of visitor flows thanks to Outdoorvision (where do people practice and how many contribute to the platform)

Individual strategy template

Name National/ Regional park: Scarpe Escaut
Pilot group: C
Contact details projectpartner: Janice Edibe
Date: 12/11/2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	The general objectives of this project are based on promoting sustainable tourism in natural areas by encouraging visitors to adopt responsible behaviors while managing visitor flows. Currently, many natural sites suffer from overcrowding and degradation (inadapted behaviours), highlighting the need to guide behaviors in an encouraging way. The Park of Scarpe Escaut experiments nudging theory to promote responsible visitor choices, aiming to disperse visitor flows and establish sustainable practices. The expected change is better visitor distribution, increased engagement in environmental preservation, and a local culture focused on sustainability, ensuring resource protection and an enriching experience for everyone.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	Thanks to this project, the Park can experiment with nudges and test behavior change solutions to promote sustainable tourism and environmental respect. Working with a nudge expert, implementing, evaluating, and creating deliverables that can inspire other organizations to adopt innovative actions through an exemplary methodology is a primary objective. The second objective is creating a sustainable cooperation with stakeholders, such as nature organisations, to work on sustainable visitormanagement and joint communication/ promotion. Finally, we want an approach and framework of activities that can be copied/ scaled-up to other areas across europe.

3	**What are the planned pilot activities during the project lifetime?**	The planned pilot activities are: . « Development of a communication and marketing concept for nudging in nature-based tourism » . « Design of the package of measures « nudging for sustainable tourism development » . « Implement nudging communication and marketing concept in a pilot nature areas » . « Implementation of the package of measures « nudging for sustainable tourism development »
4	**What are your key performance indicators?**	Key performance indicators include: . The analysis of surveys conducted as part of WP1, which we are developing in a pilot area. . An assessment tool proposes by the expert in nudge . Stakeholder engagement levels and feedback
5	**How will you measure this?**	Project outcomes will be measured through: . Engagement: Number of meetings and stakeholders present.
6	**What are critical succes factors that be of influence on your strategie and how do you manage this?**	Success will depend on several critical factors, including: . Stakeholder cooperation: Maintaining collaboration with municipalities, nature organizations, and landowners, as well as engaging them early in data-sharing processes. . Project adjustments based on stakeholder and visitor feedback, particularly as pilot actions progress and data from initial phases inform the strategy. . The implementation of the nudge is fundamental to understanding and achieving behavior change. . Administrative authorization delays for implementation in natural sites can be quite long, but we have non-negotiable deadlines with Interreg.
7	**What is/ are the Pilot area(s) where interventions occur?**	10 Pilot areas selected on Scarpe-Escaut : 1) A slag heap called Lavoir Rousseau in the forest, to preserve the biodiversity and regulate the flow of visitors, 2) The forest of Marchiennes, where many cars park poorly and create danger, 3) The forest of Flines-lès-Mortagne, where the intrusion of motor vehicles is present despite being prohibited, 4) Create a connection between the St. Amand thermal baths and the little-known and close « water path », which is very refreshing, 5) The Argales, a pond with a beach, which is heavily frequented in summer, should redirect the flows toward the Scarpe river, 6) Make hikers in the Bon-Secours Forest aware of the « Escale forestière » site in Belgium, which is little known and great for family discovery,

		7) Raise awareness among cyclists passing the bridge of Lallaing called « tourbière » that there are very close of slag heaps to visit, 8) Suggest exploring the Arenberg mining site for visitors hiking or biking in the Mare à Goriaux, 9) To border quiet zones in the Marais du Val de Vergne, 10) Encourage people to park correctly at Amaury site.
8	Who is/ are the target group(s)?	The target groups are primarily the residents of the Park, but depending on the sites, we sometimes address sportspeople, sometimes families, and sometimes users of motor vehicles.
9	What are the expected benefits?	The implementation of nudges in natural environments offers several expected benefits. First it encourages visitors to adopt environmentally friendly behaviors, thereby reducing negative impacts on ecosystems. Then, it promotes better awareness and education among users, encouraging them to become active participants in conservation. By strengthening the connection between individuals and nature, nudges contribute to a rewarding and sustainable experience for all.
10	What are the potential risks?	The implementation of nudges can carry several risks. The rebound effect occurs when positive behaviors are offset by negative actions and cancelled the expected benefits. Another risk is that the nudges may be undermined by a hostile audience. Finally, if users do not perceive the nudges, their impact may be limited, making efforts to encourage sustainable behaviors less effective.
11	How and when do you evaluate the progress and effectiveness of your strategy	Progress will be evaluated periodically through: . Bi-annual progress reports analyzing the achievement of KPIs. . Direct feedback from stakeholders and visitors within pilot areas. . Adjustments based on findings from visitor flow studies, including surveys and counting measures. . A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction in visitor pressure on sensitive areas and the increased accessibility.

Individual strategy template

Name National/ Regional park: Tourism Province of Antwerp (TPA) - entire Province & research pilot areas Wortel-Kolonie + Landschap de Liereman
Pilot group: B
Contact details projectpartner: Tine Saerens
Date: 21/11/2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	During MONA, we will update the hiking network in the province of Antwerp, aiming to generate a more balanced distribution of visitors across the province, while focussing on safety, experience, sustainability and shared mobility. This update should reduce visitor impact in ecologically sensitive zones, while making the hiking network better accessible and maintaining/improving an enjoyable (hiking) experience for all stakeholders involved.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	By the end of the MONA project, we want to... • have an updated hiking network that is more spread throughout the province, so every visitor/habitant has more hiking options nearby, and that meets our defined standards concerning safety and hiking experience • have insights and lessons learned on monitoring visitors and defining pressure (on nature), that we can implement further in our province and share with stakeholders • have improved our relationship and cooperation with involved stakeholders, concerning sustainable tourism and visitor management, to be able to continue working on this after MONA

		• have created communication/promotion to inform the end users/visitors to benefit sustainable tourism
3	**What are the planned pilot activities during the project lifetime?**	Throughout the project, several pilot activities will be executed: • Conducting surveys and monitoring in 2 specific research pilot areas to gather insights on visitor profiles, hiking experiences and recreational pressure. • Mapping and reviewing existing and potential hiking entry points in our province area, and creating a connection to public transportation where possible. • Update and redraw the hiking routes/network in our province area (via online routeplanners, new products and updated wayfinding), focussing on safety, hiking experience and pressure on nature. • Creating a B2B2C communication and marketing (product) strategy to share updates and guidelines for a sustainable hiking experience.
4	**What are your key performance indicators?**	Key performance indicators include: • The increase of unpaved trajectories in our updated hiking network (quality > quanitity). • The increase of data on visitor flows in busy and sensitive nature areas, piloted within two research pilots. • Higher stakeholder engagement levels and feedback, creating more awareness on sustainable tourism and recreation. • Increase in hiking entry points with public transport connection.
5	**How will you measure this?**	Project outcomes will be measured through: • Data analysis of starting points and route data using ArcGis. • Monitoring visitor and mobility flows via counting devices (radar, camera, infra red). • Visitor data from routing applications. • Visitor and resident surveys at start of activities and end of project to generate insights on visitor profiles, experiences, behaviour and impacts. • Stakeholder participation and involvement in meetings and workshops.

6	**What are critical succes factors that be of influence on your strategy and how do you manage this?**	There are several succes factors applicable: • Technology (failure): as we will be collecting data via counting devices (radar, camera, infra red), there is always a risk that the technology stops working for a specific time, because of an error, vandalism, etc. We will monitor the data transmission as much as possible to avoid data errors. • Stakeholder management: getting the full cooperation from municipalities, nature organizations, landowners and end-users is key in our project, as well as engaging them early in data-sharing processes. Not all stakeholders have the same interests. Because we have a supporting role, as a province, we try to facilitate and connect everyone's needs where possible. • Governmental regulations: because we are a governmental organisation, there are regulations to be considered and political decisions to be made concerning the activities that we do. We update our decision makers about the project regularly, to keep them involved. This creates a good level of support. • Project adjustments based on stakeholder and visitor feedback, particularly as pilot actions progress and data from initial phases inform the strategy. We keep track of this in our reporting.
7	**What is/ are the Pilot area(s) where interventions occur?**	Key intervention areas include: • The province of Antwerp: inventarising the entry points and updating the hiking route network • Nature areas Wortel-Kolonie and Landschap de Lieereman: surveys, mobility/visitor flow analysis and monitoring of the recreational pressure
8	**Who is/ are the target group(s)?**	The primary target groups are: • Hikers that use our hiking routes/network. • Nature visitors seeking sustainable recreation in natural areas. • Local residents near the hiking network and nature areas, benefiting from reduced overcrowding. • Economy/entrepreneurs near the hiking network (accommodation, bars, restaurants, bike rental, …) who benefit from the tourism.

		• Disadvantaged (physically, socially, mentally, ..) groups for whom the project aims to improve accessibility.
9	**What are the expected benefits?**	• Reduced impact on nature areas thanks to spreading the visitors in our province. • Long term collaborations with stakeholders in managing recreational spaces and sustainable tourism. • More qualitative hiking network available for visitors. • Improved accessibility of the hiking network with updated starting points (facilities) and more connections with public transport. • Centralized, accessible information on visitor entry points to support sustainable tourism. • Improved visitor experience thanks to updates entry points.

10	**What are the potential risks?**	Potential risks include:
		• Stakeholders collaboration:
		    o Getting only limited or fragmented data from stakeholders.
		    o A conflict of interests between stakeholders, which has a negative impact on the collaboration or could cause delays in decision making and project execution.
		    o Some landowners/nature organisations are hesitant to share entry-point details, because they fear an increase in visitors.
		    o As we will update the hiking route network in our Province, that has been existing for many years, there might be some unwillingness with the stakeholder and/or hikers, to accept our new proposal and the changes that we implement.
		• Governmental regulations: because we are a governmental organisation, there are regulations to be considered and political decisions to be made concerning the activities that we do.
		• Technical challenges in the installation and following up of the counting devices.

11	**How and when do you evaluate the progress and effictiveness of your strategy**	Progress will be evaluated throughout the project:

	- We keep updating our data analysis and collecting new data.
	- MONA counselling trajectory (quarterly meetings)
	- Bi-annual progress reports analyzing the achievement of KPIs.
	- Direct feedback from stakeholders and visitors in pilot areas.
	- Adjustments based on findings from visitor flow studies, including surveys and counting measures.
	- A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction in visitor pressure on sensitive areas and the increased accessibility.

Interreg North-West Europe

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MONA

Individual strategy template

Name National/ Regional park: Tourismus Zentrale Saarland GmbH

Pilot group: Pilot C - Nudging

Contact details projectpartner: Caroline Schuhmacher, schuhmacher@tz-s.de , +49 (0)681 / 92720-50

Date: 05.11.2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	By applying various nudging measures, the TZS wants to achieve more sustainable behaviour in our nature areas. Behaviours for which nudging is being tested include littering, the use of private cars instead of public transport, and general behaviour in nature areas.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	With the results of this project, we would like to provide recommendations to other stakeholders on which nudges work for which challenges and which target groups, and how best to implement them. We would also like to use the results of Pilot A - Modal Shift and Pilot B - Routing to make recommendations to our local stakeholders.
3	**What are the planned pilot activities during the project lifetime?**	The first two nudging measures will be implemented in spring 2025: - A bin collection station with the introduction of a new circular trail (National Park Hunsrück-Hochwald) - A temporary themed shuttle bus to the Orchid Area 'as part of the experience' (still in discussion with the transport provider which areas will be connected) In addition, we are planning to implement digital nudges (e.g. social media content creators) in Luxembourg in the year 2026. These aim to inform visitors about negative behaviour and to encourage them to behave more sustainable. After implementing each nudge, we will monitor its success in order to make recommendations (e.g. in the form of workshops) to various stakeholders in the final year of the project.
4	**What are your key performance indicators?**	- A package of nudging measures for different challenges and different target groups - A reduction in waste in the National Park Hunsrück-Hochwald - A reduction in private car use/ parking at the orchid area in the Bliesgau Biosphere Reserve during the orchid season - An improvement in the sustainable behaviour of visitors in the Luxembourg nature area(s).

		- Recommendations for local stakeholders on how to implement the nudging measures
5	**How will you measure this?**	- Use/acceptance of the temporary shuttle bus (numbers provided by the transport company) - The nudge in the form of a bin collection station will be assessed visually as a reduction in the amount of litter found in the park and the visible use of the tongs, buckets and bins by visitors (National Park Rangers and the gatekeeper of the National Park agreed to observe this and provide qualitative data). - The social media nudges for the Luxembourg park will be qualitatively assessed through dialogue with stakeholders there.
6	**What are critical succes factors that be of influence on your strategie and how do you manage this?**	Critical success factors are the cooperation with - Stakeholders in the management of the nature areas - Stakeholders from the mobility sector of the Saarland - Stakeholders from municipalities in and around the nature areas. By working together with these stakeholders, we want to identify ways of influencing visitor behaviour for more sustainable tourism in our nature areas.
7	**What is/ are the Pilot area(s) where interventions occur?**	We have three associated partners with whom we work: - UNESCO Biosphere Reserve Bliesgau (Saarland): Interventions in the Orchid Area, Gersheim - National Park Hunsrück-Hochwald (Saarland): Intervention at the National park gate 'Keltenpark' - Luxembourg for Tourism (Luxembourg) with three nature areas: Nature Park Öewersauer, Nature Park Our and Nature & Geopark Mëllerdall: Exact place of intervention to be confirmed
8	**Who is/ are the target group(s)?**	- Visitors to the nature areas are the target of the nudging measures. - Regional, national and international stakeholders are the target of the recommendations for the implementation of nudging measures in nature areas for a more sustainable behaviour.
9	**What are the expected benefits?**	A move away from rules and regulations (bans), which often do not work in nature areas, towards the successful use of nudging to encourage people to adopt more sustainable behaviour when visiting nature areas. The knowledge and results of the project should benefit different stakeholders (e.g. nature area management, tourism organisations, municipalities,...).
10	**What are the potential risks?**	It can be difficult to measure and monitor the success of certain nudging measures, as changes in behaviour may not be obvious or immediate after the implementation.
11	**How and when do you evaluate the progress and effectiveness of your strategy**	Progress will be evaluated periodically through: - MONA counselling trajectory (quarterly meetings) - Bi-annual progress reports analyzing the achievement of KPIs. - Direct feedback from stakeholders and visitors in pilot areas. - Adjustments based on findings from visitor flow studies, including surveys and counting measures. - A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction in visitor pressure on sensitive areas and the increased accessibility.

Individual strategy template

Name National/ Regional park: Loonse and Drunense Duinen in Van Gogh National Park
Pilot group: B
Contact details projectpartner: Fabio Tat
Date: 5/12/2024

The following provides a clear and strategic overview of the parks strategy and activities showcasing its plans for sustainable development in Modal shift – Routing and starting points – Nudging.

1	**General project Goals** (What is the reason you are doing the project and the difference you want to achieve with the current situation)	The project in the province of North-Brabant and specifically the Pilot area of the Loonse & Drunense Duinen aims to alleviate pressure on protected natural areas while promoting a more balanced distribution of visitors across other areas nearby. This should reduce visitor impact in ecologically sensitive zones, while making nature better accessible.
2	**Strategic Project objectives** (what you plan to achieve by the end of your project)	• By project completion we want to have implemented a proven package of project solutions that help to create a sustainable visitor flow dispersion across designated (natural) areas. • By project completion we want a sustainable cooperation with stakeholders, such as nature organisations, to work on sustainable visitor management and joint communication/ promotion. • By project completion we want an approach and framework of activities that can be copied/ scaled-up to other areas across europe.
3	**What are the planned pilot activities during the project lifetime?**	Throughout the project, several pilot actions will be executed, including: • Mapping and categorizing all visitor entry points across the North-Brabant region. • Launching an online platform displaying these entry points, aimed at improving visitor dispersal. • Implementing a communication strategy in collaboration with nature organizations to share

		updates and guidelines for responsible visiting and highlighting alternative starting points. • Conducting research within the Loonse en Drunense Duinen and its direct surroundings to gather insights on visitor profiles and areas of recreational pressure. • Testing and improving the accessibility of starting points and create new, more sustainable type of starting points, such as public transport stops. • Create zoning maps for our pilot region the Loonse en Drunense Duinen and direct surroundings in order to see where we want to decrease or increase visitor pressure. • Upgrade an downgrade starting points and routes tructures based on the zoning map.
4	**What are your key performance indicators?**	Key performance indicators include: • The (increased) usage of the starting point map • Stakeholder engagement levels and feedback. • Reduction in visitor density in highly trafficked areas and increased visitor access to lesser-known areas.
5	**How will you measure this?**	Project outcomes will be measured through: • Tracking and analytics on the online entry-point platform. Regular progress reviews and data collection, specifically assessing visitor flows and entry-point usage trends. • Engagement: appearance during project webinars • Recreational development in the field by up/ downgrading startingpoints and trails in the field on locations that are selected, based on a created zoning map of our Pilot are the Loonse and Drunense Duinen (and its direct surroundings). • Monitoring visitor pressure by GPS data and see a increase of visitor pressures in area(s) where this is desired and a decrease in areas where this is not.
6	**What are critical succes factors that be of influence on your strategie and how do you manage this?**	Success will depend on several critical factors, including: • Stakeholder cooperation: Maintaining collaboration with municipalities, nature organizations, and landowners, as well as engaging them early in data-sharing processes. • Accessibility and usability of mapped entry points: Ensuring that the platform is intuitive and provides high-quality information. • Project adjustments based on stakeholder and visitor feedback, particularly as pilot actions progress and data from initial phases inform the strategy.

		• Addressing the potential reluctance of some stakeholders, such as land managers, to disclose certain entry points due to concerns about overcrowding.
7	**What is/ are the Pilot area(s) where interventions occur?**	Key intervention areas include: • The province of North Brabant, for inventarising the starting points and developing the starting point map. • Van Gogh national park, specific the Loonse en Drunense Duinen to implement projects in 'the field': down/ upgrade starting points and routestructures and conduct survey research.
8	**Who is/ are the target group(s)?**	The primary target groups are: • Nature visitors seeking sustainable recreation in natural areas. • Local residents near protected areas, benefiting from reduced overcrowding. • Disadvantaged groups for whom the project aims to improve accessibility.
9	**What are the expected benefits?**	Expected benefits include: • Reduced environmental impact on high-traffic nature sites due to balanced visitor distribution. • Enhanced cooperation among regional stakeholders in managing recreational spaces. • Centralized, accessible information on visitor entry points to support sustainable tourism. • Improved visitor experience thanks to well-equipped entry points.
10	**What are the potential risks?**	Potential risks include: • Limited or fragmented data from stakeholders, leading to gaps in entry-point information. • Reluctance from some landowners to share entry-point details, fearing increased visitor pressure. • Technical challenges and potential delays in developing digital infrastructure for entry-point mapping. • Conflicting interests between stakeholders that could slow decision-making and project execution. • Limited GPS data coverage leading to adjustments in the desired monitoring framework.
11	**How and when do you evaluate the progress and effectiveness of your strategy**	Progress will be evaluated periodically through: • MONA counselling trajectory (quarterly meetings) • Bi-annual progress reports analyzing the achievement of KPIs. • Direct feedback from stakeholders and visitors within pilot areas.

	- Adjustments based on findings from visitor flow studies, including surveys and counting measures. - A final comprehensive review to evaluate the overall impact of the strategy, particularly regarding the reduction in visitor pressure on sensitive areas and the increased accessibility.