

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CEETO - CE926
Lead partner	Regione Emilia-Romagna
Output number and title	O.T2.7 Pilot Action in the Biosphere Reserve Southeast-Rügen
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Authority of the Biosphere Reserve Southeast-Rügen; Project Partner 6
Project website	https://www.interreg-central.eu/Content.Node/CEETO.html
Delivery date	30.11.2019

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The Zicker Berge were chosen as Pilot Action Area in the Biosphere Reserve Southeast-Rügen because on one hand there was limited knowledge of the visitor profile in terms of number, origin, behavior, mobility preferences, awareness of being in a Protected Area and knowledge of the specific code of conduct. On the other hand inappropriate behavior of the visitors and poor respect for the place was observed by rangers and locals. It is believed to occur due to an insufficient knowledge of the naturalistic value of the area. Thus the objective of the pilot action was:

- To acquire a better knowledge of the characteristics, choices and degree of awareness of Zicker Berge visitors regarding the naturalistic characteristics
- To provide local visitors with information about the correct rules of conduct
- To improve the visitor behaviour through e.g. better information



For this purpose the following monitoring activities were implemented in the summer of 2018 to be continued until the end of the pilot action period (October 2019).

- a) Installation of electronic people counter at the two main entrances of Zicker Berge, to be able to monitor the in and out flowing numbers of visitors
- b) Manual visitors counting and flash interviews
 - i. Different types of visitor are counted (hikers, excursionist with a dog on a leash, hiker with a dog not on a leash, mountain biker / cyclist riding their bikes, mountain bikers / cyclists who push their bike, joggers), to monitor the behaviours that violates the proper code of conduct (for example, the cycling activity and dogs without a leash);
- c) Manual in-depth visitor interview
 - i. The following information is recorded: the general visitors profile, tourist behaviour, the reasons for the visit, awareness of the naturalistic specificity of the Biosphere Reserve Southeast Rügen and, in particular, of Zicker Berge; the current protection regime and the existence of a code of conduct for its protection; the frequency of visit and the particular interest for the Biosphere Reserve; knowledge of the reference terminology for the definition of Protected Areas; the degree of satisfaction, with particular attention to tourist pressure

However during the winter - off tourism season only the electronic monitoring system counted visitors. The manual counting and interviews only took place from July to October 2018 and from April until October 2019.



After the first season and data collection a workshop was held with local stakeholders to discuss possible action within the scope of the CEETO Project to improve the visitor information and behaviour. The following actions were discussed:

- i. Improvement of hiking trail signs - to ensure that people stay on the path
- ii. An audio tour to inform tourist about the special features of the Zicker Berge and again encourage proper behaviour
- iii. Trash collection - bins were designed by the school children of the area to foster ownership of the project within the local community
- i. Establishment of official rescue route
- iv. Cooperation with the police was discussed but due to health and personnel issues on the side of the police had to be postponed.

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

The Biosphere Reserve Southeast-Rügen is located in the southeast of the Island of Rügen in the Baltic Sea. It belongs to the NUTS Region DE80H, one of the eighteen NUTS 3 region of Mecklenburg-Vorpommern. In 1990, the Biosphere Reserve Southeast-Rügen was established. The sustainable tourism action plan, which was developed in the framework of the CEETO project, addresses only the Biosphere Reserve Southeast-Rügen and not the entire NUT 3 region DE80H.

Investment costs (EUR), if applicable

The investment for the pilot action activities included the following costs:

Monitoring activities:

- Purchase of electronic counters (Eco-compteur Pyro-sensor) for 7.508,90 €
- Sun-Umbrellas for the manual monitoring (very exposed area) for 31,88 €

For the management actions the following costs occurred:

Trasch cans

- Purchase of 3 Trashcans "Newport" from Ziegler for 950,92 €
- Paint for decoration of trashcans 159,54 €
- Printing of foliage for the trashcans for 213,01 €

Audio Guide

- Development and recording of the texts for the audio guide for 1,885 €
- Promotional postcards illustration; postcard and qr code printing for the audio guide for 1003,58 €

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

By offering “fun” designed trash cans at the main entrances of the Zicker Berge it is expected that less littering will occur in the natural environment - the trashcans tell tourists, that they are passing the last trash can before entering the natural environment. Furthermore, there in the inside of the lid they are thanked for their proper behavior. As the trash cans were designed by children they are somewhat of an eye-catcher for the tourist and the locals.



Through the audio-guided tour it is expected that tourists can learn something about the Zicker Berge while exploring the area (especially if they do not have the time to join one of the ranger guided tours) and the audio guide also tells them about the proper code of conduct in the protected area. This measure shares local knowledge and stories giving tourist other contexts and at the same time it is geared towards changing behavior. If these measures have a positive impact can only be seen in the longer run.

The new established rescue routes improve the recovery of possible injured people. Rescue troops now have a map with entry and exit points and of possible routes they can take even with a vehicle. This should decrease the time to reach possible insured people.

By improving the hiking signs it is expected that tourist will stay on the expected and maintained trail and fewer will wonder off the paths. Furthermore, the system is now more congruent and thus easier to follow.

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

Due to the involvement of the local actors of the Zicker Berge at the stage of the development of the pilot action management activity we believe we have fostered an environment of ownership for these activities implemented in the Zicker Berge. The schoolchildren were able to design the trashcans which were newly placed in the area and the tourist association of the Zicker Berge is in charge of taking out the trash. Thus making the locals responsible for upkeep of trashcans.

The pilot action is environmentally sustainable as it is directed at reducing littering in the Zicker Berge Area and thus reducing human waste in this very valuable natural environment. Furthermore, the measures foster social sustainability as tourist can learn about social, environmental and historical aspects of the area via the audio guide, e.g. learning about the importance of sheep farming taking place and the locals who have done it for generations.

In terms of financial sustainability, it has to be seen whether e.g. the audio guide could become an attraction and thus attracts tourists and other finances. This however will take some time to evaluate.

All measures (setting up trashcans, improving hiking signposts) are very easily implementable and thus highly transferable to other territories and stakeholder. The Zicker Berge Audio Guided tour is hosted on an open source webpage/app (izi.travel) and therefore requires no costs in hosting the guide. Once online and after fixing all technical bugs (sometimes some issues can occur due to the cell phone operating systems and missing updates) the audio guide is accessible by everyone who owns a smart phone - via web browser or app - and can also be downloaded and listened to offline. The costs involved with the audio guide for PP06 include the story development and recording. A professional copywriter was hired to write the stories (interviews with locals were conducted to include "hands on" content) and it was professionally recorded. However the recording can also be done with any good Smartphone nowadays and some PAs might have partners especially in the tourism sector who are very good writers and thus costs could be reduced. The izi.travel website automatically collects statistics on e.g. how many people viewed the content, how often it was played and the ratings and comments of users. Thus in the long run this gives an indication whether it is really a useful measure and if e.g. improvements have to be made. Through the comments of tourists the PA could possibly learn more about the expectations of tourists and at the same time about possible problems not in relation to the stories, e.g. overcrowding.

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

The use of technical equipment should be planned well, thought through thoroughly and there should be enough time planned to fix possible issues. As the project had some delays from the beginning the installation of the electronic counters and as well the implementation of the audio guide was fixed to a very short time period and tight schedule. PP06 did not have a lot of time to fix all the bugs e.g. with the audio guide and this slow down the actual accessibility/usability and impacted the expected outcomes. It does not shed positive light on the PA if an audio guided tour is promoted but does not work on all operational systems.

In regards to the automatic electronic counters one has to say that no system is flawless. The counters for example are not able to distinguish two people walking next to each and thus they would only count one only person. At the same time a person pushing a stroller or bike might be counted as two people. There is some margin of error connected to the counters but there are also statistical ways to purify the data. However, time is needed to correctly install and setup the counting system and some days of "control counts" (manual counting next to the sensors) are highly suggested.

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

Max. 2.000 characters

The pilot action is in line with relevant regulatory requirements and fosters the implementation of a proper code of conduct in the area. A cooperation with the police force was planned, as this would have had a more “serious” impact on wrongdoers - Rangers can write tickets and fine people, however, in case of tourists hiking or biking in the area, they are not required to give their personal data to the ranger. Due to sickness and too few staff members on the side of the police, this measure has to be postponed for the coming year.

This pilot action was initially chose as not a lot of information was available regarding the types and numbers of tourists visiting the area. Based on the pilot action a baseline could be established and in the course of the project it became clear that in relation to the environment the tourist ratio is very good (no overcrowding). In terms of the quality of behavior improvements can always be made, e.g. a lot of people trying to bike through the Zicker Berge which can lead to erosion problem. Thus, in the future further measure will have to be taken to reduce environmental threats.

All relevant stakeholders, based on the principles of equal opportunities and non-discrimination, were invited to take part in the pilot action development (as well as the action plan development).

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 (in German) about monitoring, management and the action plan can be found in the following Project Documents (in English) or at the website of the [Biosphere Reserve Southeast-Rügen](#)

- D.T2.2.3 Sustainable Tourism Action Plan
- D.T2.4.1 Monitoring Workplan
- D.T2.4.2 Report on the purchase of thematic equipment
- D.T2.4.3 Report on monitoring workplan implementation
- D.T.3.1.1 General and specific questionnaire and interview
- D.T2.5.1. Pilot Actions Final report

Information about the audio guide in the Zicker Berge can be found here:

PR German:

- on Biosphere Reserve [Website](#)
- Rügen Aktuell - [Local news](#)
- Ostsee Zeitung - [Newspaper](#)
- Tourism Association - Tourist Information [Website](#)

Audio Guide - [online](#) link izi.travel website

Following are some pictures in relation to the pilot actions: trashcans, signposts, audio-guide promotional material

