



Linking Tourism and Conservation (LT&C)
Annual Report 2017
Celebrating the International Year of
Sustainable Tourism
For Development

Report by the Board of Directors on the fourth year of LT&C



Short Summary of Achievements in 2017

LT&C in its fourth year, still is an entirely voluntary Norwegian-registered NGO, but achieved significant global outreach, particular if related to its small budget. Our [members \(“penguins”\)](#), who are well distributed over all continents, are the stalwarts of the organisation. They represent and connect the world of nature conservation and tourism, linking different geographies, society levels and cultures. Ensuring the linkages, synergies and networks between our members and partners are strengthened continues to be a key element of our work.

The profiling of case studies, where tourism is supporting nature conservation in protected areas has been a core activity. In 2017, we added 3 such [LT&C-Examples: Friends of Karura Forest Community Association](#) in Kenya, [Delaware Bay at Cape May](#), New Jersey, USA, and the [Virunga National Park](#) in the Democratic Republic of Congo (DRC). This brought us to altogether 26 LT&C-Examples. Several of them have been re-profiled in other media, such as in the glossy marine protection and travel magazine SEVENSEAS, and in our partner organisations, such as IUCN-Panorama, Blue Solutions and The Long Run.

Another exciting development this year was that six LT&C-Example providers/authors were awarded as [“Global Sustainable Destinations Top 100”](#). This helped to make our examples popular and to create incentives for others to take interest in these cases and try to copy them.

Without doubt, however, the most important achievements in 2017, where LT&C was involved were:

- 1) The inauguration of [Raet National Park](#) on the Skagerrak coast of Norway, and
- 2) The [agreement of the new Icelandic Coalition Government to establish a national park in the central highland region of the country](#).

It remains important to focus work on how to “export” our LT&C-Examples to other places in the world. In this context the [workshop in the Wadden Sea](#) also played an important role. Incentives, such as those provided by financial institutions to help replicate LT&C-Examples, will be crucial to scaling-up implementation of LT&C’s mission.

Acknowledgment

Our [members \(“penguins”\)](#), who are well distributed over all continents, are the stalwarts of the organisation. They represent and connect the world of nature conservation and tourism, linking different geographies, society levels and cultures. Ensuring the linkages, synergies and networks between our members and partners are strengthened continues to be a key element of our work. A big thank you for all our members and their various activities and contributions. A particular thank you goes to our very active Board members as well as to the coordinators of our working groups, Leigh Ann Hurt (Communications) and Sven Åke Bjørke (Education WG) and their teams.



2017 marks the fourth year since LT&C was formally registered as a non-profit organisation (NGO) on February 24, 2014, at the “Frivillighetsregisteret, Brønnøysundregistrene”, no. **813 329 972** in Norway. 2017 also was the [International Year of Sustainable Tourism for Development](#), which provided a framework for all of our activities to contribute to within LT&C’s [global mission](#).

Work focus:

LT&C focuses on developing methods, tools and incentives for upgrading and replicating the world’s best examples of tourism that support the establishment, development and conservation of national parks and other protected areas by:

- 1. Profiling and raising global awareness about best practice cases (LT&C-Examples) and different forms of tourism supporting national parks and other types of protected areas;**
- 2. Acting as an advocate for the UN Convention on Biological Diversity (CBD) and its target of for a globally complete network of protected areas (Aichi 2020 target 11);**
- 3. Providing international support to the most relevant global frameworks on sustainable or biodiversity-related tourism, such as the Sustainable Tourism Programme of the UN Ten Year Framework Programme on Sustainable Consumption and Production Patterns (10YFP), or the Global Sustainable Tourism Council (GSTC);**
- 4. Seeking cooperation, partnerships and synergy with other organisations and stakeholders that have overlapping interests and activities.**

Our most important global frameworks that LT&C supports is the UN 2030 Agenda for Sustainable Development and its 17 [Sustainable Development Goals \(SDGs\)](#), and in particular, **SDGs 14 and 15**. LT&C takes any opportunity to communicate the importance of these Global Goals. It is incredible that all

193 nations have agreed on these 17 comprehensive goals and the 169 more concrete and measurable targets. We will live in a much better world, if these goals are achieved by 2030.



LT&C strives to contribute directly to SDGs **14 and 15** (and also indirectly to 12, 13 and others), and the following specific targets of the SDGs:

Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



14.2 & 14.5: By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts to achieve healthy and productive oceans; and conserve at least 10 per cent of coastal and marine areas.

14.7: By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources.

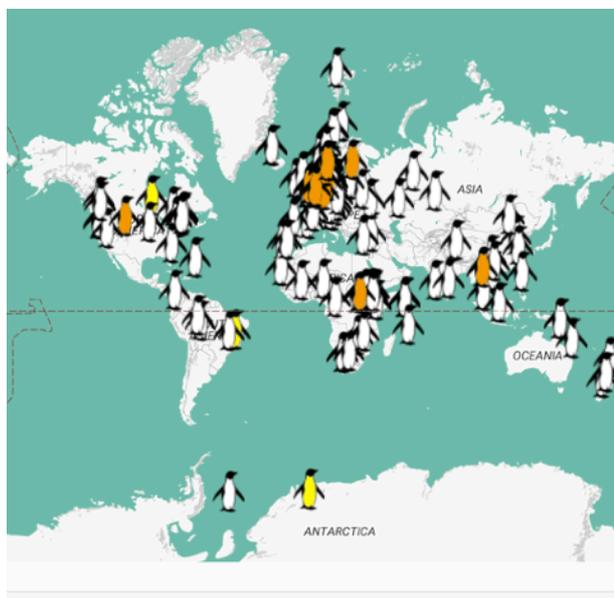
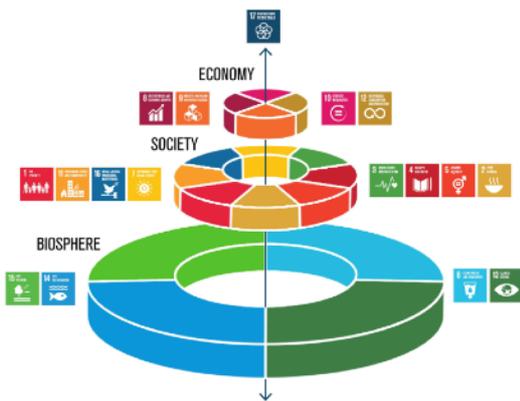
Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

15.1, 15.2 & 15.5: By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services; promote the implementation of sustainable management of all types of forests and reforestation; and take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and protect and prevent the extinction of threatened species.



15.4: By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

15.10: Mobilise and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.



Membership and Partners:

LT&C strives to implement its work by the joint activities and competences of our members and partners. Therefore, it is particularly valuable that we have been able to build up a highly competent and respected [global membership](#) and [partnership](#) base within the first four years of operation. At the end of December 2017, LT&C had **223 individuals, institutions and companies as members.**

Regarding the four different levels of membership, by the end of f 2017, there were 16 Rockhopper Penguins (non-paying university students engaged in topics and activities related to the LT&C-mission), 172 Royal



Penguins (basic members), 23 King Penguins (members with voting rights) and 12 Emperor Penguins (founding members and major life-long supporters). The [members are from all five continents of the world](#), with a higher concentration in Europe, particularly in Norway and Germany. They comprise of tour companies, conservation organisations, as well as individuals who are experts or have strong interests in tourism, environment or sustainable development.



Partnerships have been established with the following organisations: [Sustainable Tourism Programme](#) of the [UN-Ten Year Framework Programmes on Sustainable Consumption and Production Patterns \(10YFP\)](#), the [IUCN Tourism and Protected Area Specialist Group \(TAPAS\)](#), the [European Wilderness Society](#), [Mission Blue](#), [The Long Run](#), [The WILD Foundation](#), [European Organisation for Sustainable Development \(EOSD\)](#), [Blue Solutions](#), [Common Wadden Sea Secretariat \(CWSS\)](#), [IUCN-Panorama](#), [Ramsar Convention](#), [The Kesho Trust](#), [SEVENSEAS](#), [Zapovednik Centre](#), [International Institute for Peace through Tourism \(IIPT\)](#) and [Global Nature Fund](#).



LT&C-Examples and Project Initiatives:

The core of LT&C activities is to identify and profile, as concretely as possible, exemplary cases in the world, where tourism is supporting protected areas in order to inspire others to learn from and ideally replicate them. As of **December 2017**, our **members have authorised 26 of such [LT&C-Examples](#)** and profiled them on our website and various presentations.

In addition, LT&C presently promotes the following project initiatives of its members:

[“Protect the entire Icelandic Highlands as National Park!”](#)

[“Linking Tourism & Conservation in Myanmar – a Project Initiative for a Country in Transition”](#)

[“Taimyr national park initiative”](#)

[“Support Marine Protected Areas in the Southern Ocean”](#)

[“Conservation of Marine Species in Côte d’Ivoire \(Ivory Coast\)”](#)

Communication:



Throughout the year, the LT&C [website](#) has been regularly updated. News that is posted on the website is also published every month in the LT&C- Newsletter, which is automatically distributed to our members and can be subscribed to by others. The website, which is the central communication platform of LT&C, has developed into a rich source of information with many links to other organisations, as well as the latest news and facts. Monitoring the visits to our website has provided the following results:

Within one year, 10,023 users in 12,920 sessions visited on average 1.83 pages/session (average 35 visits/day). Also, visitors to our website came from **more than 160 countries**.

LT&C has been increasingly active on social media sites, such as [Facebook](#) (759 friends, including a [group for members only](#)), [Twitter](#) (570 Tweets and 507 Followers) and LinkedIn (1.660 connections).

The LT&C Newsletter is sent out on the 20th of every month.

The partnership with the marine protection and travel magazine, [SEVENSEAS](#), has continued to be extremely beneficial, with with 9 LT&C-Examples featured this past year. The online magazine is distributed to readers in 174 countries.

Activities, Conferences and other Events

In 2017 LT&C actively participated or were involved in the following events and activities:



- 1) January 17-18: Nearly 600 participants attended the [Official Launch of the International Year of Sustainable Tourism for Development 2017](#), organized by UNWTO. The event took place in the International Tourism Fair of Spain, FITUR, and was followed by 12 months of global actions aimed at advancing sustainable tourism contribution to the 2030 Agenda for Sustainable Development. Peter Prokosch joined the launch together with a small delegation of LT&C-members, among them the [South Pole Group](#), who sponsored the offsetting of the travel



emissions for all participants. The following day the LT&C group met with officials of UNWTO in their offices to discuss activities within the International Year.

2) February 7-20: Founding member Sergio Chiarandini led [a LT&C Study tour to Rwanda, DRC \(Virunga National Park\) and Kenya](#) (Amboseli National Park, Naboisho Conservancy, Borana – Lewa UNESCO Heritage Site and Amboseli National Park (5 Participants).



3) March 8: Informal meeting of LT&C-members of the Kiel area/Northern Germany, where they together with Peter Prokosch exchanged thoughts about future plans, activities and possible synergy among each other. 8 participants took part, among them our member Sonigitu Asibong Ekpe from Nigeria, who presented his project.

4) March 9/10: ITB in Berlin, where Peter Prokosch organised an informal meeting of LT&C-members visiting the ITB or are from the Berlin area/ Germany (12 participants), had individual meetings with several exhibitors and gave a presentation about LT&C at the pavilion of the Common Wadden Sea Secretariat (a partner of LT&C).



5) April 21: [LT&C workshop on Hallig Langeneß in the Schleswig-Holstein Wadden Sea National Park on “What kind of conservation and tourism experiences in the International Wadden Sea could be “exported” to other parts of the world?”](#). 30 participants from 6 different countries took part.

6) April 22: Participation at the opening day of the 20th anniversary of the “[Ringelganstage](#)” on [Hallig Hooe and Hallig Langeneß](#) with a delegation from Norway and participants of the LT&C workshop the previous day.



7) May 10 -20: Founding member Sergio Chiarandini led [the III East Africa LT&C Study tour to Rwanda, DRC \(Virunga National Park\) and Kenya](#) (Naboisho Conservancy, Borana – Lewa UNESCO Heritage Site and Amboseli National Park(4 Participants)

8) May 28: In combination with the Annual Meeting of LT&C (see attached minutes) and a 3-days field trip, we hosted a [workshop in Iceland on establishing a new national park, which should](#)



[protect the entire Icelandic Highlands](#). Main outcome and remarkable achievement of the workshop was that this Highland national park initiative received support from the entire Icelandic tourism business as well as the Minister of Environment. Later in the year, the new [Coalition Government in Iceland](#) agreed: “[A national park will be established in the central highland region of the country](#)”.

9) June 21-28: Board member Sergio Chiarandini was leading an [LT&C-Study Tour to North Spitsbergen](#) – Polar Bear Special (7 participants).

10) June 27- July 8: Our member Eckhart Schrey was leading an [LT&C-Study Tour with 3 Mast-Schooner on the West-Coast of Svalbard](#) (2 members joined)

11) July 3-7: Our member Steve Piragis was leading an [LT&C-Study tour to the Boundary Waters](#) in the North of Minnesota, USA (4 members joined).

12) August 13: [Inauguration of Raet National Park](#) on the South coast of Norway. Through interventions, public articles, a workshop with local politicians and a Study Tour through Nationalpark-Centers in Sweden, Germany and Denmark for a delegation from Arendal, Tvedestrand and Grimstad involved in planning education centres in Raet national park, LT&C has contributed to the establishment to this marine protected area.

13) August 16: LT&C participated at the launch with the Ministers of Environment and Commerce during Arendalsuka [of a roadmap for Sustainable Tourism in Norway](#) in Arendal.

14) September 2-9: a small team of LT&C members [visited 5 national parks on the borders of Poland, Ukraine and Slovakia, in the Eastern Carpathian](#), also known as “[Wolf Mountains](#)“. The aim was to study how the [Bieszczady National Park](#) (Poland), [Uzhansky NP](#) (Ukraine) and [Poloniny NP](#) (Slovakia) work together and how this trilateral cooperation can develop further. Can tourism be of any support to this process ?

15) September 4: LT&C-member [Greg Bakunzi](#) [became the first Rwandan citizen honoured to name a baby gorilla](#) at the [Kwita Izina](#), Rwanda’s annual baby mountain gorilla naming and conservation ceremony.



16) September 21-26: Board member Sergio Chiarandini represented us in Cape Town, South Africa, at the [Annual Meeting of our Partner, The Long Run](#), and gave an LT&C-presentation “The Power of Remote Sensing to show Positive Change and Trends of Your Conservation Efforts”



17) September 28-30: Several LT&C participated at [Greenfest – the Global Green Destinations Event](#) – in Cascais, Portugal, where several LT&C-Examples got awarded as TOP100 Global Sustainable Destinations, among them the [Virunga National Park](#) in DRC. A special meeting was arranged by our member and Head of the UNWTO-office in Geneva, Zoritsa Urosevic, for the Tourism Minister and the Director of the national park department of DRC to inform Peter Prokosch about their intentions to involve LT&C in their future national park development plans.

18) October 7-17: Peter Prokosch was invited as lecturer at [ANESCo Alumni seminar](#), organised by LT&C member Tiemo Timmermann from the University in Greifswald, for participants from developing countries, which once did an environmental study at a German university. The seminar focuses on “Tourism and Sustainable Development” in Nepal and studied in particular the LT&C-Example Chitwan national park.

19) October 21: Board member Ottar Nakken participated in the Conference “Tourism management in Norwegian nature” at the Norwegian University of Life Sciences. <https://www.nmbu.no/en>

20) November 22-26: Board member Diana Komer organised the [Conference on Sustainable Tourism in Small Island Development States \(SIDS\)](#) in the Seychelles. Sergio Chiarandini participated with the presentation: “Can Sustainable Tourism Create and Manage Marine Parks? The Case of Chumbe Island Coral Park?”

21) October 24-27: On the initiative of our Croatian member, Haris Devorvic, several LT&C members were involved in a [workshop in on the subject of a potential glamping project in support of national parks in Croatia](#). The workshop, which took



part Otočac, was followed by visits of the Plitvice and Krka national parks.

22) December 11-13: the Seychelloise Member Daniela Alis Payet participated in the 2nd UNWTO/ UNESCO World Conference on Tourism and Culture in Muscat, Sultanate of Oman.



23) December 15: Peter Prokosch gave a keynote presentation at the [Colloquium on the topic “Tourism and Natural Areas: Friends or Foes”](#), organised by the University Barcelona and others at Sant Pau Art Nouveau Site in Barcelona

24) December 19: Participating at the [Closing Ceremony of the International Year of Sustainable Tourism for Development, 2017](#), held on 19 December 2017, in the Palace of Nations in Geneva, LT&C highlighted UNWTO’s decision on its “Journey to 2030”: Realising that Tourism has the unique potential to contribute positively to ALL the [Sustainable Development Goals \(SDGs\)](#), emphasizing that a new roadmap should encourage and strengthen commitment, initiatives and activities of tourism around the world in this

direction. LT&C will continue to play its part to support SDG 14 (Live Below Water) and SDG 15 (Life on Land).



Board and other bodies of LT&C:



At the LT&C Annual General Meeting, which took place May 28 in Hrauneyjar, Iceland 2 new members, Diana Körner and Sergio Chiarandini, were elected to the LT&C Board. Participants thanked Peter Zimmer and Anja Szczesinski, who left the Board, for all their valuable contributions that they had made in the development of LT&C. Both expressed that they will continue to actively support our mission. The [new Board is represented by Peter Prokosch \(Chair\), Ottar Nakken \(Co-Chair\), Denise Landau, Diana Körner and Sergio Chirandini.](#)



Throughout 2107, the Board held regular meetings on a monthly basis by Skype or in person.

LT&C still has no employees and its activities are **entirely based on the voluntary work and activities of its members**. Moreover, the Chair Peter Prokosch has **acted as CEO, by working full time voluntarily for the organisation**.

LT&C had in 2017 two active Working Groups:

- 1) **“Training and Education Working Group”**, coordinated by [Sven Åke Bjørke](#). 16 students (Rockhopper Penguins) are natural members. One of the students, [Iris Carla de Jesus](#), who 2016 worked also partly as intern in our offices in Arendal finished her thesis about the [Apo Island](#), which she also authorised as an LT&C-Example.
- 2) **“Communication Working Group”**, coordinated by [Leigh Ann Hurt](#). Other members are Laura Cooper, Lee Langstaff, Denis Landau, Anja Szczesinsk and Sita Seidel. The Communication WG met on 2016 on a monthly basis, and less regularly in 2017. It has provided advice on the development of the website and other communication products.

Neutralising Climate Footprint

All CO2 emissions related to the travels by the LT&C Chair and Board Members, travelling on behalf of the organization, have been offset. This was done through our member, the [South Pole Group](#), by investing in their [Kariba REDD+ project](#), which has also been profiled as an LT&C-Example, and recommended to all our members.

The LT&C Board will send the Annual Accounts for 2017 to members ahead of the Annual Meeting, which is planned to take part in the last week of May 23, 2018, near Florence, Italy.

February 06, 2018

Peter Prokosch
Chair of the Board

Ottar Nakken
Board member

