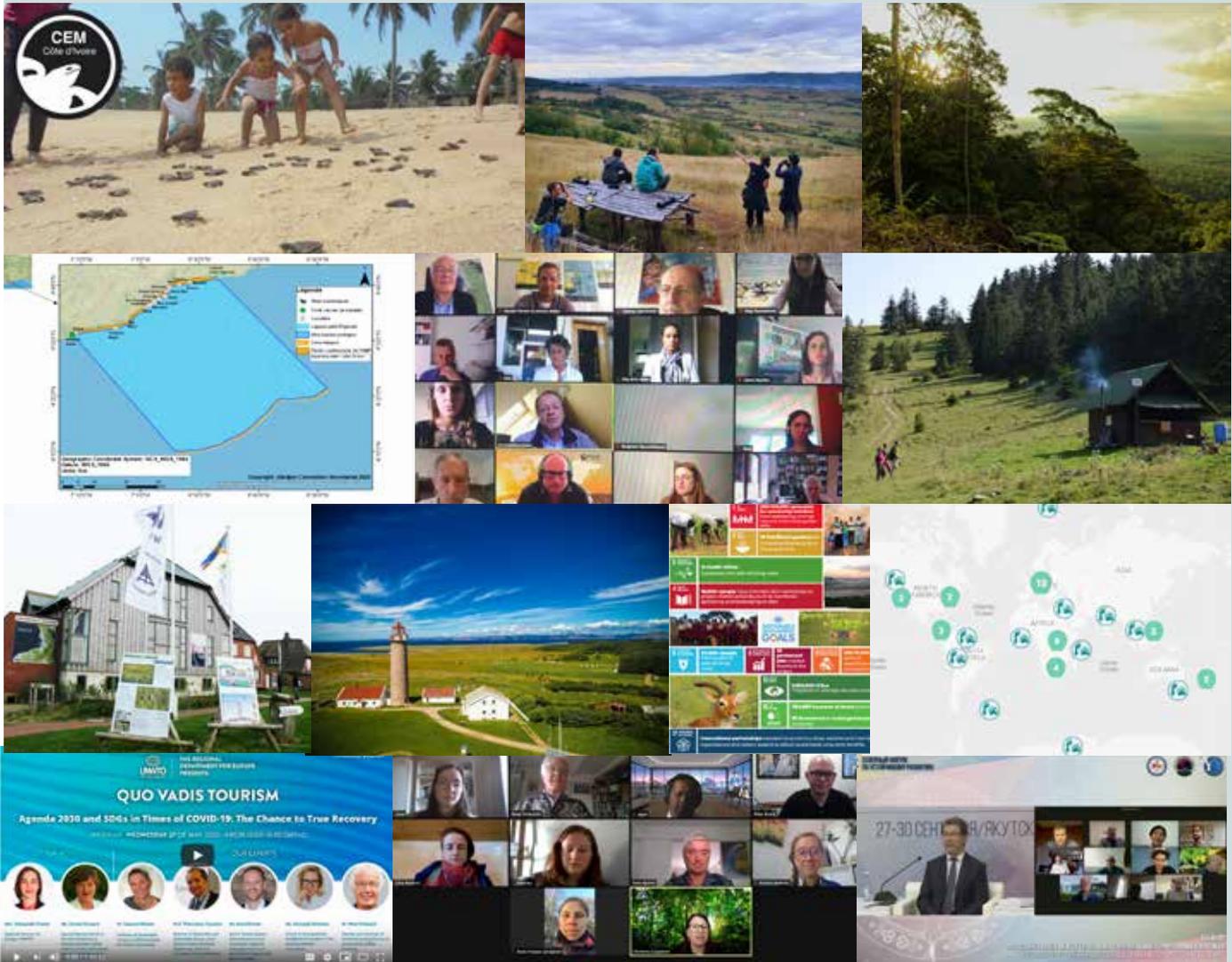


Linking Tourism
& Conservation

Annual Report 2020



Message from the Chair of the Board, Peter Prokosch

2020 was the year where the COVID-19 pandemic ravaged the planet. It has also affected how we run Linking Tourism & Conservation. Our primary concern: how are those magnificent people behind the meanwhile [46 LT&C-Examples](#) coping with this crisis? We, therefore, have been in increased contact with our LT&C-example providers. We also started a webinar series on "How to design post-COVID tourism and conservation strategies for LT&C-Champions". And we participated in several webinars organised by our partners, such as The Long Run and UNWTO.

All LT&C Study Tours, which we offer specifically to increase the knowledge, understanding and dissemination of our [LT&C-Examples](#), had to be cancelled. Similarly, several international meetings which we usually would have been involved in, have been postponed, cancelled or performed virtually. This has had the positive effect that we as an organisation, our members and me personally have reduced our carbon emissions significantly. To give you an example from myself: in previous years, I compensated through our [tool with South Pole](#) and the [Kariba REDD+ project](#) between 17 and 20 tons of CO₂ for my travelling. For 2020 the calculator showed me only 0,15 t. To support the project, I always put one ton more and had to pay 17,-€ only.

What for the tourism industry have been losses in 2020 are partly savings on travels and climate for us travellers. What if such savings were invested into nature protection or such forms of tourism which support biodiversity? Our challenge still is to support and sustain our LT&C-examples and provide incentives so that others learn from them and replicate the best conservation tourism cases.

2020 should have been the year where the Parties of the UN Convention for Biological Diversity (CBD) came together to evaluate how far they had come to reach their goal (the "Aichi target 11") to protect 17% of land and 10% of oceans, as well as to set new goals for 2030. Due to the pandemic, this meeting (COP 15) of the CBD had to be postponed to autumn 2021. This postponement has given time for thinking more deeply about what needs to be achieved in the

coming decade to protect the world's biodiversity. Meanwhile, a [progressive movement, called #30 X 30](#), has arisen with more than 50 countries going for the 2030 goal to get at least 30% of the the world's surface protected. Among others, the entire EU has already committed to this goal and will spend 20 billion € per year to implement its [Biodiversity Strategy 2030](#).

It can be seen among the positive outcomes of COVID-19 that carbon emissions are down globally, wildlife is reappearing in major cities, and biodiversity is slowly starting to return in various parts of the world. And when talking about rebuilding tourism for the future, awareness is increasing that sustainability must come at the forefront of all thinking. As the OECD puts it, sustainability may become more prominent in tourism choices, due to greater awareness of climate change and adverse impacts of tourism. Natural areas, regional and local destinations are expected to drive the recovery, and shorter travel distances may result in a lower environmental impact of tourism.

The fact that sustainable tourism, besides education, has the potential to support all the [17 Sustainable Development Goals \(SDGs\)](#) now needs to be the obvious consideration when supporting the industry to recover and for mainstreaming the right forms of travel. Here our mission and our [LT&C-Examples](#) are becoming more critical than ever. Our focus on making tourism the primary supporter of the biodiversity SDGs (14&15) hits the target.

Nature-based tourism is increasing significantly and benefits protected areas enormously. On the other hand, many of the world's national parks would not exist if tourists would not be interested in visiting them. That means that tourism must support protected areas, create win-wins, where both tourism and biodiversity can benefit. As that is the core of [the LT&C mission](#), we can proudly report that our members in 2020 could showcase eight new [LT&C-Examples](#), where tourism is supporting protected areas. It brings the total number of inspiring examples that others can learn from and replicate to 46.

Although the corona year 2020 prevented us from delivering activities which involve travel, and cleaning up our membership register brought the number of our active members down to 224, we believe and hear from important senior contacts that we are a respected, influential and effective global organisation. The quality of our members is our strength. The fact that they represent both conservation and tourism, different levels of society, various competencies and all corners of the world, enables us to “link”, facilitate and showcase convincing examples which help paving the way to a future we want.

In Slovakia, LT&C with a consortium of our members and our partner Aevis n.o. concluded the project on building up ecotourism supporting national parks with a virtual conference on ‘Opportunities for Ecotourism in Slovakia’. An [LT&C Handbook for Best Practices of Ecotourism in Slovakia](#) was published together with our project partner Aevis n.o. to share good international practices, lessons learnt, and address challenges and approaches for developing ecotourism in protected areas in Slovakia. Experiences from different LT&C-examples show how to create more effective ecotourism for national parks in the country.

An example where our moderation and the role of different LT&C partners and members was invaluable was establishing the first marine protected area by the government of the [Ivory Coast](#). Also, for the future development of this park, the cooperation of (international) governmental institutions, NGOs and

local tourism operators will be essential and a continued task for LT&C.

To look into the future development of LT&C, we organised a strategic workshop in early 2020 at the International Academy for Nature Conservation on Vilm in Germany. It was the last meeting of the year we could participate in in person. Later in the year, we continued the discussion in mainly virtual meetings, the AGM in Arendal, and an appointment with our founding member, Schutzstation Wattenmeer, in Husum. One of the conclusions was to forge a cooperation agreement with [Nationale Naturlandschaften](#), the German NGO with all national parks, biosphere reserves and other large protected areas as their members. The initial agreement involves a pilot project exploring how to mainstream conservation in nature-based tourism.

The facilitation of many more [LT&C-Examples](#) and their replication will be the core of this German project and our international agenda. Thereby we will be in line with the goals of the EU Biodiversity Strategy 2030 and the expected outcome of the CBD COP15 in autumn: to protect at least 30% of the world in national parks and other types of nature protected areas by 2030.



Highlights in 2020

2020 marked the sixth year of Linking Tourism and Conservation (LT&C) operating as a Norwegian-registered but global NGO.

LT&C continues to understand itself as a nature conservation organisation supporting the "Aichi target 11" of the UN Convention on Biological Diversity

(CBD) as well as the Sustainable Development Goals (SDGs) 14.5 and 15.1 to reach a complete, representative and well-managed global protected area network, 17% on the land and 10% of the coasts and oceans by 2020. LT&C believes that tourism can and must play an important role to reach this goal.

46 LT&C-Examples

As that is what LT&C is about, we can proudly report that our members and partners in 2020 were able to showcase eight new LT&C-Examples, where tourism is supporting the establishment or development of national parks or other types of protected areas. This brings the total number of published outstanding and inspiring examples to 46. They stand as an offer for others to learn from and replicate.



Global distribution of LT&C-Examples

The following LT&C-Examples have been published in 2020:

Jackson Hole & Yellowstone Sustainable Destination Program



South-Norway's Lista Landscape: protected as a result of dialogue processes facilitated by Farsund Municipality



Schutzstation Wattenmeer – THE LT&C-
Example within the Wadden Sea



Puljane Research Centre – Monitoring
Wildlife in Šibenik-Knin County
and the Krka Valley, Croatia



Angofa Wildlife Tours – Wildlife tourism to
conserve the Transylvanian ecosystem



Kavango Zambezi Transfrontier
Conservation Area (KAZA TFCA)



Save Guyana's Wildlife



Grand Béréby: Ivory Coast's first
Marine Protected Area



LT&C Handbook for Best Practices of Ecotourism in Slovakia

In cooperation with the Slovakian NGO Aegis, and under the EEA Norway Grants, LT&C finalised a national ecotourism project in Slovakia. A consortium of our members concluded the project on building up ecotourism supporting national parks with a virtual conference on 'Opportunities for Ecotourism in Slovakia'.

An [LT&C Handbook for Best Practices of Ecotourism in Slovakia](#) was published together with our project partner Aegis n.o. to share good international practices, lessons learnt, and address challenges and approaches for developing ecotourism in protected areas in Slovakia. Experiences from different LT&C-examples show how to create more effective ecotourism for national parks in the country.





Communication and “Linking” work

Much of the activities of LT&C are related to facilitation, “linking” our members and partners for synergy, and communicating about best practices and examples.

Our website provides a veritable goldmine of information for everyone interested to make tourism supporting the conservation of biodiversity. 67 relevant News post have been published in 2020 on our website. These news are re-published on the 20th every month in the LT&C- Newsletter, automatically distributed to 664 members and subscribers.

Through partnering and sharing the latest news, experiences, and guidelines with like-minded institutions and organizations, such as IUCN Tourism and Protected Areas Specialists Group (TAPAS), GSTC, Green Destinations, Blue Solutions, and several others, LT&C is mainstreaming its mission by spreading relevant information.

Over the year, we had 22 000 users visiting our website, which is an increase of 27% compared with 2019. In 27 000 sessions 41212 pages were visited. Visitors on our website came from almost all countries of the world, whereby dominantly from the US, Germany, India, UK and Norway.



LT&C Events

March 1-2, LT&C members from six countries met on the German islands Rügen and Vilm for a strategic workshop on looking into the future of linking tourism and conservation.

In the context of global discussion to protect biodiversity, it is seen as essential to make the LT&C-Example providers much more visible, bring them in more contact and cooperation with each other, and find ways that they liaise with LT&C-Example replicators. LT&C in the future will engage much more in projects, where learning from or replication of LT&C-Examples takes place. Such projects should be of interest to financial institutions or other donors focusing on biodiversity protection. They could be based on the valuable and high diverse skills, professions and experiences, which the members of LT&C from both realms, conservation and sustainable tourism, can provide.

To plan for regional chapters of LT&C was an es-



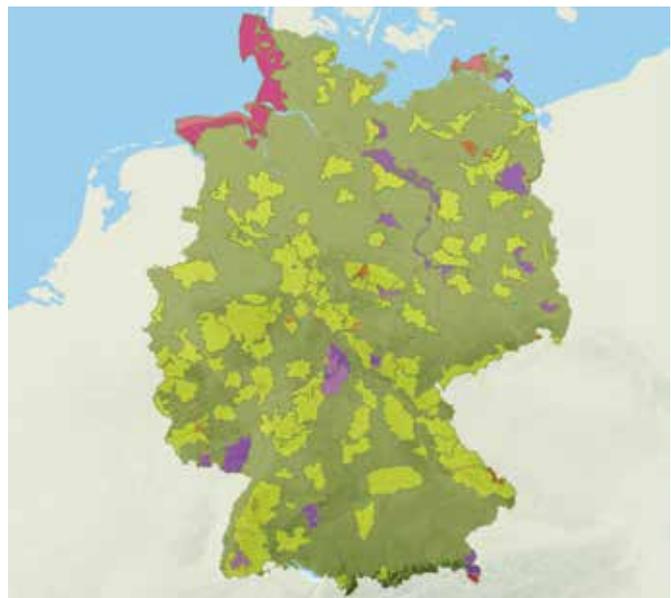
sential point on the agenda, first in Africa and in German-speaking countries. That this would be welcomed in Germany was recently expressed in an interview with the Schutzstation Wattenmeer. In Africa, the Red Rock center of our member and LT&C-Example provider Greg Bakunzi in Musanze, Rwanda could be the ideal focal point for a chapter in Africa.



October 1, we met again at the offices of the Schutzstation Wattenmeer in Husum and virtually to follow up on the **idea of a German chapter**.

Main result of this workshop was that we signed **December 11, 2020, a cooperation agreement with the German conservation NGO Nationale Naturlandschaften (NNL)**. Members of NNL are the administrations of the 16 German national parks, 18 UNESCO Biosphere reserves and several of the more than 100 nature parks. The government of Germany is also committed to protecting 2% of the country as wilderness reserves. NNL therefore debuted a new category wilderness areas of excellent quality to support this process. The common goal of NNL and

LT&C, as partners, is to use the potential of tourism for the protection and conservation of biological diversity.



Germany's highest-quality large-scale protected areas, the National Natural Landscapes, are particularly suited to provide good examples of linking tourism and nature conservation (LT&C-Examples). Increased awareness-raising within the tourism

industry about the importance and value of nature conservation could also raise general acceptance and support for protected areas, both globally and in Germany. Therefore, both partners pursue the common goal of creating a broad awareness within the tourism industry that the protection and conservation of biological diversity is an immanent basis for

nature-related tourism and economic activity. Both partners are committed to winning stakeholders from the tourism industry for nature conservation. From the beginning of 2021, NNL and LT&C will develop joint projects in this context.

Over the year we were involved and conducted a number of webinars:



May 27, UNWTO hosted a very relevant webinar if to find answers on some pressing questions about tourism after COVID-19. What kind of tourism meets the Future We Want, meaning the Agenda 2030, which all governments in the world had agreed to when in 2015 committing to the Sustainable Development Goals (SDGs)? What kind of tourism has the chance to recover? Or what kind of tourism should actually recover and therefore should receive support from governments? If interested in some of the answers, the webinar can still be revisited on YouTube.

June 11, we conducted the LT&C-webinar “**Effects of the pandemic on ecotourism destinations and protected area management – LT&C Example Providers share insights into their crisis management**”



September 29, LT&C conducted a webinar on tourism and protected areas in the Arctic, within the Northern Sustainable Development Forum 2020 in Yakutsk, Russia.



November 25, we hosted the LT&C-Webinar “**How to design post-COVID tourism and conservation strategies for LT&C Champions**”

Virtual AGM from Arendal

The Annual General Meeting (AGM) in 2020 took place mainly virtually by Zoom on May 20. Five members met physically in our former offices at the Knowledge Harbour at Kystveien 2 in Arendal. A month before LT&C had moved its offices in Arendal to the [Sustainability House at Torvgata 7](#). From Arendal we are also continuously engaged with activities and advocacy in the local [Raet national park](#).

Main topics of the AGM were the establishment of a German chapter and developing the organisation towards a workshop hub, project- and consultancy agency. An own working group for projects and consultancy was considered.



Peter Prokosch, as Chairman, and Ottar Nakken, as Vice-Chair of the Board responsible for finances and administration, were re-elected for 2 more years.

Over the year, the Board held regular meetings on a monthly basis via Skype and Zoom..

Members of the Board



Dr. Peter Prokosch,
Co-Founder of LT&C
and Chairman of the
Board; Norway



Sergio Chiarandini;
Co-Founder of LT&C
and Board Member;
Italy and Thailand



Diana Körner, Board
Member; Tanzania



**Anne Franze-
Jordanov,** Board
Member; Sweden



Ottar Nakken,
Co-Founder of LT&C
and Board Member;
Norway



Denise Landau,-
Co-Founder of LT&C
and Board Member; US
and the UK



Oliver Hillel, Board
Member; Canada

LT&C had two active Working Groups:

1. "Communication Working Group", coordinated by Anne Franze-Jordanov. Other members are Nina Breck, Diana Körner, Leigh-Ann Hurt and Julia Rawlins.

2. "Training and Education Working Group", coordinated by Sven Åke Bjørke. 28 students (Rockhopper Penguins) are natural members.



Rockhopper Penguins



Royal penguins

Members and Partners

LT&C strives to implement joint activities that highlight the work of its global membership. Therefore, it is not a surprise that many of its members have identified one of the greatest benefits of LT&C to be part of its dynamic network of members and partners from both realms, conservation and tourism..

Benefits for members LT&C offers:

- Feature your national park, ecotourism business, project or initiative as LT&C example and promote it to the world through our global channels
- Take part in LT&C study tours to experience unique conservation examples and biodiversity sites, often at reduced rates for our penguins
- Be part of a global network of penguins interact and exchange directly or on social media or via the member profiles on our website
- Be part of our LT&C projects, where we seek expertise from our network
- Be our social media guest you will get access to the LT&C social media channel and can promote and inform our audience about your activity or organisation or business
- Use the LT&C logo to show that you are committed to our cause

- Offset your emissions through our partner South Pole and thereby contribute to selected, verified offsetting projects, which support both climate & biodiversity

- Gain access to the LT&C photo database to use our breathtaking photos free of charge

- Be an ambassador for the mission of LT&C by spreading the word about LT&C Examples and inspire others to join the march of our penguins to more examples of protected areas supported by tourism.

At the end of the Corona year 2020 we realised that the usual turnover of members had increased. Cleaning our membership register from those not having renewed their membership resulted for the first time in a drop, from 320 in 2019 to 224 members, although 36 new members joined us in 2020.

LT&C has four different levels of membership. In 2020, there were 26 Rockhopper Penguins (non-paying students were engaged through their university studies in activities related to the LT&C-mission), 156 Royal Penguins (basic members), 27 King Penguins (members with voting rights) and 15 Emperor Penguins (founding members and major life-long supporters). Members are represented on five continents, with a higher concentration in Europe, particularly in Norway and Germany. They comprise of tour companies, conservation organizations and individuals, who are experts or interested in tourism, environment or sustainable development.



King Penguins



Emperor Penguins

Partners and Corporate Members

In addition to its members, LT&C cooperates with a number of national and mostly international Partners from conservation or sustainable tourism sectors.

A number of our members are businesses related to tourism or communication. They often play a role, which is aligned with the LT&C mission or are even contributing LT&C Examples. With member tour operators, LT&C offers also special tours, where LT&C-Examples are experienced, studied and supported.

Partnering for Synergy



Corporate & Organisations Members



Compensating the Climate Footprint

In 2020 we continued recommending our members to compensate their climate emissions through our corporate member South Pole. By using the tool on our website, we made it easy to offset through two

selected projects (Kariba REDD+ in Zimbabwe, and Lacándon Forest for Life in Guatemala). Both projects should benefit both climate and biodiversity, with [Kariba REDD+ even being an LT&C-Example](#)

LT&C works without paid staff

LT&C continues as a voluntary organisation carrying out its mission with a very lean administration. In 2020 biology student **Lena Moritz** joined us for two months as intern supported by the EU Erasmus programme. Lena studied and produced a report on “Can Tourism contribute to improve and enlarge the Norwegian Protected Area network in the light of the expected 30%-target for 2030?”. How she experienced her internship, she expressed in an interview she

did together with our intern from 2019, Lena Breck, whom is still an active member in our Communication working group.

LT&C still does not afford any paid staff but bases all of its activities on the voluntary work and enthusiasms of its Board and other members for our mission.

Many thanks to all of them!

Partnering for Synergy



1

Corporate & Organisations Members



2



www.ltandc.org