

What is a *Nature Guide?*

Nature Guides are essential and practical nature interpreters for visitors and tourists. They reveal the secrets and natural wonders of their respective region and open up new perspectives and awareness.

Thus, **Nature Guides** are:

- **Committed to humans and nature**

Nature Guides are well-trained experts with reliable knowledge of nature, environment and guiding. In their function as link between man and nature, they embark guests on an exciting journey and feel responsible for the guests' well-being and a sustainable use of natural resources.

- **Networkers for a sustainable regional development**

Nature Guides are networkers – communication is one of their most important tools. In close cooperation with the tourism sector, protected areas and government agencies, they represent the interests of nature and landscape conservation. Hereby, they ensure the base of their own income.

- **An economic factor for nature tourism**

Nature Guides help shape the future of rural regions. Through networking activities and guided tours, they enrich the local value chains and strengthen nature tourism in rural areas.



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Interreg South Baltic Project *Nature Guide* Network

The EU Interreg project **Nature Guide Network** aims to increase the share of skilled labour force within the sustainable nature tourism sector in transboundary coastal areas of the South Baltic region.

Project outcomes

- **Professional Nature Guide Profile**

A newly designed international job profile with a range of practical skills that meets the needs and quality standards of the partner countries.

- **Nature Guide Training Program**

A cross-border training program with three national adaptations for the partner countries.

- **International Nature Guide Network**

A cross-border cooperation joining Nature Guides, private and public entities from the South Baltic region.

Curious?

Read more at www.nature-guide-network.eu

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Project Partners:



Nature
Guide
Network



European
Regional
Development
Fund



Together for a

South Baltic

Nature Guide
Network

Supporting sustainable nature tourism in
transboundary coastal areas in the South Baltic Region
by establishing a common education scheme for

Nature Guides

Nature Guides

Natural beauties of the South Baltic region

In contrast to its famous sandy beaches, cliffs and traditional seaside resorts, the hinterland of the South Baltic region with its nature treasures like beech and pine forests, large swamps and meadows, estuaries and vast salt marshes, is often unknown.

Especially the border regions along the rivers **Oder** (Germany/Poland) and **Nemunas** (Lithuania/Russia) are of breath-taking beauty.

Home to such charismatic wildlife species as the white-tailed eagle, European bison, beaver, elk, wolf, otter and grey seal, the Oder Delta and Curonian Lagoon provide, together with their regionally unique mosaics of forest, marine and freshwater ecosystems, a rich basis for nature tourism.

Well-trained professional Nature Guides and their tours help to discover these natural beauties and at the same time, provide income opportunities for residents in rural areas.

Project mission

Nature Guides follow an appealing and common certified training, satisfy green tourism standards and thus strengthen the green economic sector. They make themselves a viable living out of their guiding activity.

Nature Guide Training

Education schemes for professional **Nature Guides** do already exist in different countries, as e.g. in Scandinavia and North America.

Germany has significant experience in various forms of **Nature Guide education**, but a job profile as expert in both, nature protection and guiding, does not exist here nor in Poland and Lithuania.

With the national and international demand for nature and outdoor tourism on the rise, the three partner countries recognize the needs and advantages of such a job profile.

Thus, the **Nature Guide Network** project aims for a common job profile, a joint education approach and the implementation of pilot trainings.

The trainings deepen theoretical knowledge and address practical aspects about e.g. ecosystems, wildlife, communication skills, didactics, legal fundamentals, business planning and marketing.



Nature Guide Network – Promoting Guides and Nature Tourism Offers

Well-functioning networks provide a stable basis and optimized framework conditions for **Nature Guides** and their tour offers.

Therefore, the project sets up a network for the **Nature Guides**. It enables the provision and exchange of information, experiences and possibilities for cooperation.

In addition, existing networks in nature tourism and for the development of rural regions will be strengthened to improve the exchange and participation of public authorities, tourism associations, NGOs, nature guides and active citizens and thus minimize land use conflicts.

