

**Challenges and problems for sustainable development of tourism  
including availability of protected areas & building the offer  
Baltic Sea Tourism Forum 2015**



**Björn Grönholm,  
Head of Secretariat, Union of the Baltic Cities**





CityNetwork established in 1991 by 32 cities.

Today appr. 100 member cities in 10 countries around the Baltic Sea Region  
Focusing on Policy and Urban development

**UBC Sustainable Cities Commission**  
Based in Turku since 1997  
International team of 12 professionals

Focus areas: Sustainability management, local climate work, water management, sustainable urban mobility and Maritime policies







# Local authority / Cities perspective



Attractive Living



Economy & Work



Mobility



Coexistence of Generations



Energy



Education & Care



Cultural Life



Green Areas in Town



Vital Town Districts



Dynamic Town Centre



A World of Sports



Local - Global

# A Sustainable Baltic Sea Region



***One of the most active regions in sustainable development in the world***

Interesting history...

A region with a similarities and differences

A region with common challenges and problems

A region with common goals



on spatial development 2007 - 2013 (INTERREG IV B)  
Geometric Basis: GFK Macon  
Source: Operational Programme Baltic Sea Region





# Common challenges for the region



Geographic & Economic concentration

Aging population and Migration

Inefficient Energy consumption and availability

Traffic, transport and accessibility problems

State of the Baltic Sea

Climate change

Financial crisis





# Challenges and problems for sustainable development of tourism including

## Some questions:

Challenge in conflict of interests?

Challenge in protecting environment and tourism?

Challenge in existing services and products?

Conflict of economy, ecology?



# Tourism & Sustainable development challenges


Coastal and Maritime environment

Protected areas

Culture and heritage

Transport, Mobility and Accessibility

Relevant information fast and Smart

A dramatic seascape with a cloudy sky and a dark sea. The sky is filled with dark, heavy clouds, with some light breaking through near the horizon. The sea is dark and calm, with a few small boats visible in the distance. The overall mood is somber and atmospheric.

EU Strategy for the Baltic Sea Region

Cooperating together for our region



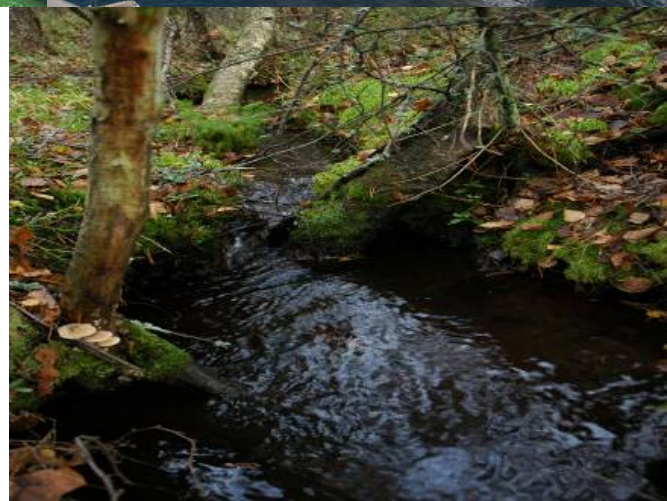
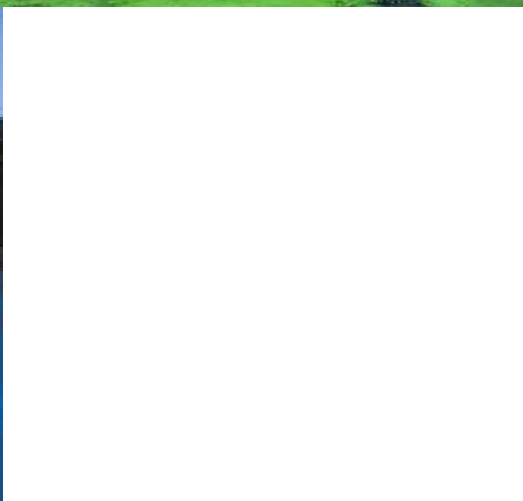
# Tourism trends and development



Continuous changes on what kind of tourism and how travel:

Beaches, cruises, boating, nature, city, culture, food....Summer tourism

Well-being, silence, health, sport...





# EUTROPHICATION

## Problem:

Eutrophication is regarded as being the greatest and most serious threat to Baltic Sea. Eutrophication is mainly due to the high nutrient loading coming from the drainage basin, which is approximately four times the size of the surface area of the Baltic Sea.

## Solution:

Wastewater and nutrients from diffuse sources such as transport needs to be treated better

## IMPACT:

More attractive Baltic Sea, coast, river and other water bodies



# MARITIME TRANSPORT, PASSENGER VESSELS AND BOATING



## Problem:

Need to reduce wastewater discharges from shipping and boating.

## Solution:

Change the harbour due fees so that a wastewater charge is automatically included in the vessel waste fee, irrespective of whether the vessel discharges its wastewater to land or not

Create better preconditions for vessels in regular operation to use shore to ship -electricity in harbours

Increase the number of septic tank emptying facilities at harbours, marinas and camping areas

Clean fuels

## Impact:

Sustainable - environmental friendly – healthy transport and tourism



# Smart Sustainable visitor friendly Cities





# Tourism and Travellers Go Smart

## Trends in mobility and tourism



Travel and mobility is changing towards more energy and environmental friendly solutions. Bring higher level of attractivity and well-being.

= Sustainable Development



Mobility as a service



# ENERGY & MOBILITY SMART AND SUSTAINABLE NEW CITY DISTRICTS

## SMART MOBILITY

Shared Electric vehicles & network  
Smart parking  
Smart & crowdsourced citylogistic

## ENERGY BEHAVIOUR

Smart grid  
Free WiFi  
Travel and

## SMART LIVING

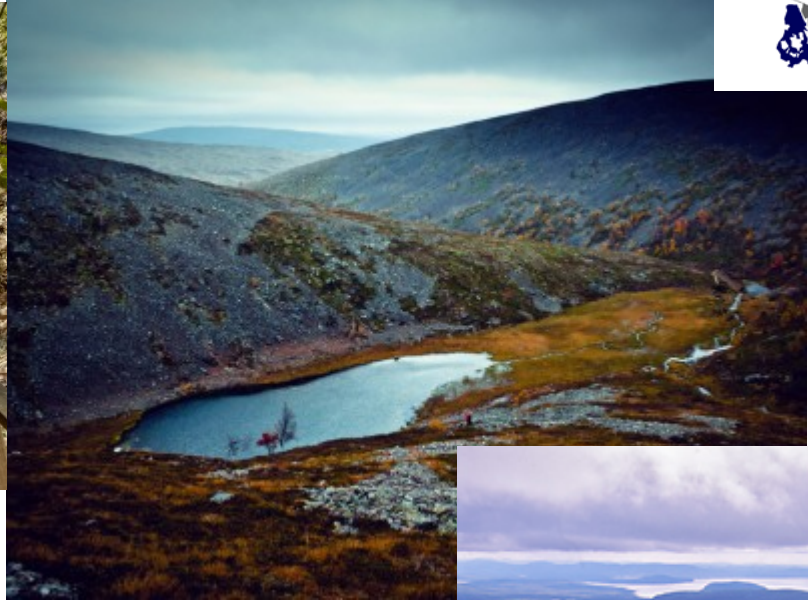
Smart local services  
Smart lighting

## WELLBEING

Health and wellbeing services  
Using art to build identity  
Co-creation!



# Protected areas



Good accessibility to protected areas. Information and services more than ever for all groups of society.



## Summary

A rich region in terms of culture, nature, events and adventures

The EUSBSR is a good coordination tools for strengthen the attractivity of the Baltic Sea Region

A lot of new trends going on to increase sustainability

Act Smart = Build Sustainability

