



Ente Parco Regionale della Maremma

k.a. Mr. Enrico GIUNTA, Director
Via del Bersagliere 7/9
58100 Alberese (GR)
Italy

Mailto: giunta@parco-maremma.it; lunardi@parco-maremma.it; poli@parco-maremma.it; info@parco-maremma.it

15th October 2019

Dear Mr. GIUNTA,

**Ente Parco Regionale della Maremma
Award of European Charter for Sustainable Tourism in Protected Areas**

Following the official verification in your protected areas of the work under the European Charter for Sustainable Tourism in Protected Areas, I am pleased to inform you that the Evaluation Committee, at its recent meeting, examined carefully the thorough report which the appointed verifier prepared as a result of his visit to the Charter areas.

Decision and recommendations:

It was unanimously agreed to award the Charter certificate to your protected area for a five-year period from 2019 to 2023.

The Evaluation Committee congratulates the Park on the successful application with very positive verification visit. It emerged a Charter process coordinated by a solid administrative and technical structure, with committed and enthusiastic staff, a good budget allocation with a well detailed level of expenses with various funding coming from different actors.

The Committee was also positively impressed by the solid composition of the forum, as well as by the high level of services for visitors and tourists. Various best practices were noted, such as the initiative of the Park cofinancing the bus lines from Grosseto train station, the effective visitor payback scheme for nature conservation using the entrance fees collected from tourists, a good surveillance system by park rangers, attention to accessibility, a well maintained network of trails, good focus on cycling tourism, good interpretation and information materials, daily sand dune monitoring activities, good collaboration with universities, the rehabilitation Centre for Caretta caretta, the quality label initiative that could serve as base for developing the Charter part 2.

The Committee was pleased to see an effective coordination between different public and private entities operating in the Charter area and recommend keeping an active and fruitful relationship with all three Municipalities. The committee emphasises the importance of the activity and continuity of the forum, which should be strengthened in the future. Other suggestions are to better detailed the action plan (i.e., when, by who and how) with clear timing/phasing, to help planning and monitoring progress and impact of tourism activities and implementation of actions.



We draw your attention to the other recommendations the verifier makes in his report which the Committee endorses.

The next five years

As you know, the award recognizes an on-going process of sustainable tourism development in cooperation with a wide range of local partners and stakeholders. It is awarded for an initial period of five years.

Because the award is part of that on-going process, the Evaluation Committee particularly emphasizes the need for networking with other protected areas over the next few years. This will be one of the aspects which verifiers evaluate at the time of the re-evaluation in 2024.

The Committee also strongly recommends the following:

- Please make sure that all the actions in the strategy and action plan are monitored on an annual basis.
- You need to ensure that the necessary funds for the re-evaluation in five years are included in your budget plans well before 2023, should you wish to continue as a Charter area.
- Towards the end of the current five-year period you will need to check that all the recommendations contained in the evaluation report have been considered and acted upon.

Award Ceremony for the European Charter for Sustainable Tourism in Protected Areas

This year's Charter Awards will be celebrated in the European Committee of the Regions (CoR) on 2nd December 2019 in rue Belliard 99-101 , Brussels, from 14h to 18h, room JDE 52. You are especially invited to be present to receive your award. **Due to the security requirements, registration for the Charter Awards will be essential.**

To do this, please complete the information on the registration form for all who intend to be present at the Award Ceremony with this link, <https://forms.gle/YKuUSsdi2TwsXR259>

We look forward to celebrate this achievement with you on 2nd December in Brussels.

We should like to congratulate you once again on being awarded the Charter and hope that you will continue to work closely with other Sustainable Destinations across our European network.

With all good wishes and every success in your future activities.

Yours sincerely,

Ignace Schops
President
EUROPARC Federation