Towards a new model of sustainable tourism in UNESCO Sites

The ‘UNESCO Sites across the Channel’ project aims at developing a new model of sustainable tourism in UNESCO Sites. This model will be developed around Biosphere Reserves, learning spaces for sustainable development, and Geoparks, areas that advance the protection and use of geological heritage in a sustainable way and promote the economic well-being of local people. These very unique areas therefore appear to be the ideal spaces in which to develop sustainable tourism.

REASONS FOR THE PROJECT

- Biosphere Reserves across the world: 161 UNESCO
- UNESCO Global Geoparks: 701
- Sustainable development at the heart of UNESCO sites
- A huge potential for sustainable tourism in these areas
- A growing desire for access to nature

Partners involved in the adventure

2. Caps et Marais d’Opale Regional Natural Park, coordinator of the Audomarois Marais Biosphere Reserve
3. Hauts-de-France Conservatory of Natural Areas
4. Isle of Wight AONB, coordinator of the Isle of Wight Biosphere Reserve
5. Kent Downs AONB, London
6. Paris

THE PARTNERSHIP

ARMORIQUE ACROSS THE CHANNEL

1. Support for tourism professionals to discover local heritage
   - Partners will work hand in hand with local economic stakeholders who share sustainable development and UNESCO’s values. Win-win partnerships to shape tomorrow’s tourism!

2. New sustainable tourism experiences for all
   - Nature hikes, geocaching, artistic festivals, mobile applications, exhibitions, stays on the farm etc. Very soon, a set of new and eco-friendly tourist activities to be promoted, close to local people and promising for local territories.

UNESCO SITES ACROSS THE CHANNEL

- Total budget €1.211.240,00
- European Union contribution (69%) €835.755,59

With the support of:
- UNESCO National Commission UK
- Comité des Géoparcs de France
- Comité MAB France
- Fédération des Parcs naturels régionaux de France
- Réserves Naturelles de France
- Fédération des Conservatoires d’espaces naturels
- Préfecture de la Région des Hauts-de-France
- Préfecture du Finistère
- Région Bretagne
- Pas-de-Calais Tourisme
- Brest Métropole
- Office de Tourisme Menez Hom Atlantique
- Commune de Plougastel-Daoulas
- Syndicat Mixte Eden 62
- Carrières de la Vallée Heureuse
- Carrières de Boulonnais
- Eqiom
- Communauté de communes de La Terre des 2 Caps
- Université de Lille
- Visit Kent
- Creative Folkestone
- Kent Wildlife Trust
- National Trust London and South East
- Isle of Wight Council
- The New Carnival Company
- Visit Isle of Wight
- White Cliffs Countryside Partnership
- Government of Jersey.

What is the Interreg - France (Channel) England (FCE) Programme?

The Interreg France (Channel) England Programme is an initiative backed by the European Union to support projects across the English Channel and the Strait of Man in a region where the UK and France meet. The Programme focuses on two objectives: improving the attractiveness of the FCE zone and developing low-carbon technologies.

More info | www.channelmanche.com