



**Northern  
Periphery  
Programme**

2007–2013

Innovatively investing  
in Europe's Northern  
Periphery for a sustainable  
and prosperous future



Northern Periphery Programme 2007-2013

# MAIN PROJECT ACTIVITY REPORT

<b>Project Name:</b>	<b>Sustainable hunting tourism - business opportunity in the Northern Europe (NPPHunt)</b>
<b>Project Number:</b>	1.2
<b>Report Number:</b>	4
<b>Date Submitted:</b>	26.8.2010



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European Union  
European Regional Development Fund

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## SECTION 1: GENERAL INFORMATION

<b>Activity Report number:</b>	4	<b>Activity report for period:</b>	1.10.2009 – 31.3.2010
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<b>1.1 Project Title</b>
Sustainable hunting tourism - business opportunity in the Northern Europe
<b>1.2 Acronym/Abbreviation</b>
NPPHunt (Marketing abbreviation North Hunt)

<b>1.3 Project Duration</b>	
(Copy from main application, if changes request for changes in a separate document and highlight changed period in red and keep previous period within brackets)	
Start date: 1.1.2008	Finish date: 31.12.2010



<b>1.4 Priority</b>	
(Copy from the main application)	
Priority 1: Promoting innovation and competitiveness in remote and peripheral area	<b>X</b>
Priority 2: Sustainable development of natural and community resources	

<b>1.5 Target area / Location of the operation</b>
Copy from the main application, if changes highlight them in red and explain the reason for the change in section 8.1. (Note that any change(s) in the target area need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)
<i>Finland:</i> NUTS II and III Pohjois-Suomi, Itä-Suomi and Keski-Suomi (regions of Lapland, Northern Ostrobothnia, Central Ostrobothnia, Central Finland, Northern Savo, Kainuu and Northern Karelia)
<i>Sweden:</i> NUTS II: Mellersta Norrland, Övre Norrland, especially regions of Västerbotten and Norrbotten
<i>Scotland:</i> NUTS II and III: Highlands and Islands, Dumfries and Galloway
<i>Iceland:</i> the whole country
<i>Canada:</i> The province of Newfoundland and Labrador

<b>1.6 Partnership information</b>	
Copy from main application, highlight changes in red and explain the reason for the change in section 8.1. (Note that any change(s) in the partnership need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)	
<b>Lead Partner:</b>	
Title of institution in	University of Helsinki, Ruralia Institute (Ruralia)

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English:	
Legal status of the organisation:	University
Location:	National organisation, offices in Mikkeli and Seinäjoki
Country:	Finland
<b>Partner 2:</b>	
Title of institution in English:	Haapavesi Vocational School, (HAO)
Legal status of the organisation:	The education federation of municipalities
Location:	Haapavesi, Northern Ostrobothnia, Finland
Country:	Finland
<b>Partner 3:</b>	
Title of institution in English:	Swedish University of Agricultural Sciences (SLU), Umeå
Legal status of the organisation:	University
Location:	Upper Norrland
Country:	Sweden
<b>Partner 4:</b>	
Title of institution in English:	Rural Business Development (RBD)
Legal status of the organisation:	LTD
Location:	Upper Norrland: Västerbotten and Norrbotten counties
Country:	Sweden
<b>Partner 5:</b>	
Title of institution in English:	The Research Centre of the University of Akureyri, (RHA)
Legal status of the organisation:	University
Location:	Akureyri, Northeast Iceland
Country:	Iceland
<b>Partner 6:</b>	
Title of institution in English:	Icelandic Tourism Research Centre (ITRC)
Legal status of the organisation:	Research Institute
Location:	Akureyri, Northeast Iceland
Country:	Iceland
<b>Partner 7:</b>	
Title of institution in English:	Environment Agency of Iceland (former: Environment and Food Agency of Iceland) (UST)
Legal status of the organisation:	Governmental institute
Location:	Akureyri, Iceland. The Environment and Food Agency is a


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	national operator with head office in Reykjavik, South-Iceland and another office located in Akureyri, North Iceland.
Country:	Iceland
<b>Partner 8:</b>	
Title of institution in English:	Macaulay Land Use Research Institute (MA)
Legal status of the organisation:	Company limited by guarantee and a registered charity
Location:	Operates throughout Scotland with office located in Aberdeen, Scotland
Country:	Scotland
<b>Partner 9:</b>	
Title of institution in English:	University of Aberdeen (Uni- Aberdeen), Department of Geography and Environment
Legal status of the organisation:	University
Location:	Operates throughout Scotland with office located in Aberdeen
Country:	Scotland
<b>Partner 10:</b>	
Title of institution in English:	Newfoundland and Labrador Outfitter's Association (NLOA)
Legal status of the organisation:	NGO
Location:	Newfoundland and Labrador
Country:	Canada

<b>Associated partner:</b>	
Title of institution in English:	Savo Consortium for Education (SAKKY)
Location:	Northern Savo
Country:	Finland
<b>Associated partner:</b>	
Title of institution in English:	Lapland Vocational College, Department of Natural Resources and the Environment (LAO)
Location:	Lapland
Country:	Finland
<b>Associated partner:</b>	
Title of institution in English:	The Finnish of Nature-based entrepreneurship Association
Location:	national association
Country:	Finland
<b>Associated partner:</b>	
Title of institution in English:	Swedish Lapland Hunting Network (SLHN)
Location:	Luleå, Norrbotten
Country:	Sweden

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<b>Associated partner:</b>	
Title of institution in English:	Västerbotten Jakt- och Fiskegille (VJF)
Location:	Umeå, Västerbotten
Country:	Sweden
<b>Associated partner:</b>	
Title of institution in English:	Game and Wildlife Conservation Trust (GWCT)
Location:	Operated throughout Scotland with office located in Drumochter, Highland region
Country:	Scotland

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## 1.7 Executive Summary

Provide an executive summary of the reporting period: (maximum 2 pages, this should contain a summary of implementation so far and specific activities for the reported period, please include outputs such as product and service so far. This will be used for wider dissemination on NPP website and other dissemination channels)

The NPPHunt –project aims to promote the development of sustainable hunting tourism that will diversify the economical activity of peripheral regions in Northern Europe by *developing the companies and operational environment related to the sector*. The project will focus on practical development and networking activities based on exchange of transnational information and expertise on hunting tourism with the aims of *reducing the obstacles to entrepreneurship, enhancing the activities of SMEs and promoting discussion and raising awareness of the potential and challenges of hunting tourism* based on the northern hunting cultures. As part of the process the project will create sustainable models for hunting tourism and tools for managing sustainability in different institutional settings, which will be combined to the material package and training materials and used in creating the criteria for sustainable hunting tourism. As part of the project culture in NPPHunt and in order to effectively implement the project tasks and WPs of the project, for each task/WP a smaller sub-group has been created and responsible members from each country named. These smaller sub-groups have the responsibility to operationally implement the tasks and the WP/Task leader (already mentioned in the application) is a leader of the sub-group. This structure will also guarantee the best knowledge for implementing each WP/Task.

The project continued and finalised the activities started during the previous reporting periods. The analysis of the attitude environment of hunting tourism (WP2) was defined to be published in the project's web page in June 2010. Also the marketing survey finalised and the report published in the project's web pages (Wp3.1). The estimating the economical potential of hunting tourism (WP3.3) continued in all countries and the data collection conducted in Finland, Sweden and Iceland. In addition benchmarking the monitoring models (WP3.2) continued according to the plans created in the previous programme period and revised in during this programme period

The development activities in Wp4.1 (Development groups for advanced companies) were continued according to the plans in Finland, Sweden and Iceland. The criteria work within the development groups was activated and the criteria drafts discussed in within the partnership as well as in the reference groups in different countries. National reference groups met in all countries. The meetings were held in Finland in Nov 2009, and in Sweden, in Iceland and in Scotland March 2010. In all countries the participants have shown interest towards the ref. group meetings. In order to improve the transnational aspect of reference group work, minutes in national languages and short summaries in English of each reference group meeting has continuously been written to be used in the meetings in other countries and uploaded to the project's web pages. Also the partners continued visiting virtually in reference group meetings of other countries and held presentations related to the situation in their own countries.

The activities related to WP5 have also been started by planning the training material format and creating first parts of the material. The training material structure has been created in the project's web pages and material has been tested in pilots in Finland.



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Communication with the interest groups and dissemination of the results is one of the core activities of NPPHunt project, especially due to the aim to influence the operational environment of hunting tourism. During the autumn 2009 after the project's first international seminar, the communication has been active mainly via the project's web pages. The partners have also presented the results in several national meetings and seminars and news articles related to them has been published regularly. The project also decided to embrace social media and developed Facebook-pages to disseminate project results and raise discussion. The promotion of the Facebook-pages continued during the reporting period and they gained a lot of readers, even though the number of active members has not increased accordingly. The project web pages were revised according to the feedback from JPS highlighting more the products of the project than the project itself. The planning and marketing of the project's second international seminar in Scotland was also started during the reporting period.

Within this reporting period project's 4<sup>th</sup> partner meeting was held in Sweden on 30<sup>th</sup> of Sep-1<sup>st</sup> of Oct 2009. In this meeting the SC decided to apply a possibility for extra SC meeting in Copenhagen in combination to meeting with the project's desk officer. The 5<sup>th</sup> SC meeting was organised on 23<sup>rd</sup>-24<sup>th</sup> of March in Copenhagen. During the meeting a detailed plan for implementing the rest of the project's tasks was designed, so that the objectives will be met by the end of 2010. The evaluation process (both internal and external) continued. The external evaluation report was included to the previous interim report sent in Jan 2010. Internal evaluation has been updated in the SC meetings.



The new project manager, Scott Newey, was appointed for Scotland in Dec 2009. The lack of national co-ordinator during the autumn 2009 caused some delays in the project's work in Scotland. Also in the future there may be expected some changes to the work plan or the division of labour between the partners.

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## SECTION 2: PROJECT ACTIVITIES

### 2.1 Project Activities

Provide an overall description of project activities so far (Highlighting the most important activities in all work packages and how they interlink)

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**WP1/Management** NPPHunt project has met the conditions set by PMC and provided all required information to JPS. The partner agreements have been signed and all the project partners have taken care of the basic project initiation procedures in their organisations. The SC was formed and have had 6 meetings so far (one video meeting on 21<sup>st</sup> of Jan (preliminary composition of SC) and 5 physical meeting in combination with the partner meetings: in Kuopio, Finland in March 2008 , in Akureyri Iceland in Sep-Oct 2008 and in Akureyri-Egilsstad April 2009, Umeå, Sweden Sep-Oct 2009 and as an extra meeting one in Copenhagen in March 2010 joint to the meeting with the project's desk officer.

In addition the Lead Partner (Ruralia) participated to the Lead partner seminar in Voss, Norway in June 2008 and the Lead partner (Ruralia) and the communication WP leader (RHA) participated to the communication and Dissemination seminar in Laukaa Finland in June 2009 and the Swedish main partner (SLU) participated to the national NPP meeting in Umeå in May 2009. The Icelandic partners participated in the NPP Annual Conference -Lava09 (10.-11. November 2009) and a related project exhibition in Reykjavík. The project exhibition was an opportunity to present the project and its first results in an international setting. During the project exhibition the Icelandic partners presented the project and results from the Icelandic part of WP2.


The project has created and maintained a project culture for NPPHunt project, which will stipulate the norms of conducting the project activities. The project culture is mentioned also in the partner agreements. One of these is the sub-group structure of the project.

In order to effectively implements the project's various tasks and WPs, for each task/WP a smaller sub-group was created and responsible members from each country were named. These smaller sub-groups have the responsibility to operationally implement the tasks and the WP/Task leader (already mentioned in the application) is a leader of the sub-group. The sub-groups also have the right to make final decisions on the operational implementation of the tasks, unless otherwise decided by the Steering Committee. However, it was agreed that the significant changes in the implementation will have to be discussed with the whole partnership and all strategic decisions will have to be accepted by SC, which is the highest decision making body of the project and will discuss further with JPS, if needed.

The project has submitted the first, second and the third interim activity report in time and one extra financial report concerning the Scottish partners in November 2009. There have been delays in financial reporting in general though. The final version of the interim reports and the minutes from the SC meetings are available in the project's intranet. The first and second payments have been made to the partners during the reporting period.

**WP1/Communication:** Communication with the interest groups and dissemination of the results is one of the core activities of NPPHunt project, especially due to the aim to influence the operational environment of hunting tourism. Therefore, the project aims for dissemination beyond the minimum requirements. During the 2008 the communication plan for the project was finalised and has been updated since. A common template for communication and the brochure were designed. The project logo and web pages have been made with national sections on national languages and launched. Also a project case study has been written and updated.

Some project launch news was already published in March 2008 with the first partner meeting, but in larger scale the press approach was in August-September 2008. Mainly the communication has focused during 2008 the project's launch and described the issues the project is going to focus on. During early 2009 the communication has also focused on practical development work done in the project as well as the problems related to the project's surveys and later on 2009 the project's first international seminar and results have been in the core of the dissemination activities.

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The media has showed wide interest towards the project and the topic it focuses on the project in general during reporting period 2 2008 and about the International Seminar during reporting period 3.

A press-release plan has been formulated to make sure that all advances are regularly and internationally disseminated. Press releases has been sent out about The project also developed a common media coverage documenting tool, which will be used to collect the communication and dissemination information for further reporting and facilitate fluent dissemination follow-up. This tool has been modified according to the interim report format and submitted along with interim to NPP. A sub-group for the communication activities was created at the beginning of the project, even though all the partners will contribute to this WP. The role of the sub-group is primarily to design and co-ordinate the activities, but also to guarantee that the central communication and dissemination activities will be implemented on time and in high quality.

In April 2008 the project provided support (knowledge and material) to the Canadian Seminar: Footprints of Success ([www.footprintsofsuccess.ca](http://www.footprintsofsuccess.ca)), which was organised by NLOA via national funding. Based on the seminar a handbook has been created, which will be use also as part of the training material in NPPHunt.

In August 2009 the project's results from WP2 were presented in an international conference (approx 400 participants around Europe) in Vaasa from Finland, Iceland and Scotland. For the seminar three papers from the results were written and WP2 reports modified according to the feedback from the seminar. At the end of September (28<sup>th</sup>-29<sup>th</sup> of Sep) 2009 the project organised its first international workshop in Umeå Sweden. The seminar had 40-50 participants from northern areas and attracted attention also from the media. The project has also been presented in several other seminars during the autumn 2008 and 2009 and e.g. in Sweden and Iceland roll up and posters (both in English and in national languages) were created for these events. The same poster template will be used in other project posters as well.

In 2009 the project extended dissemination to include social media and set up Facebook-pages for the project and the International Seminar. The Facebook-pages have been advertised through internet forums (collecting thousands of readers), Facebook-contacts, project newsletter, \*.ppt-presentations, and reference groups. The next step will be creating topic related Wikipedia-pages in autumn 2010. The project has mapped out project-related discussion forums on the national level and started posting information of the project to facilitate awareness and discussion. This will be expanded to the international level next. The project web pages have been reformulated during the fourth reporting period according to the requirements of JPS. In November 2009, the Icelandic partners also participated in a project exhibition in relation to the International Entrepreneurship Week. The 4<sup>th</sup> newsletter was drafted and sent out to partners for comments. The newsletter will be published in April 2010. Also one scientific article related to the project results have been written (ICE) and presented at the national conference.

Entrepreneurs have been closely integrated to the project communication and a dual process of communication activities has been established between the dissemination team and the development team 4.1. Information of development needs gathered from the entrepreneurs is systematically distributed to the general public via the web-pages and to the policy makers via reference group meetings. Project results in return are communicated to project entrepreneurs by the WP 4.1 leader and to other actors in the sector by dissemination tools.



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The interim evaluation report was included to the third interim report. The internal evaluation sheet has been updated regularly in the SC meetings.

**WP2 /Attitude environment:** WP2 sub-group have used several video conferences and extensive e-mail discussion to design of the research setting for the study during the spring 2008. Particular attention was paid to the target groups and the refinement of the existing Swedish survey which was simplified and shortened to make it generalisable for the different countries and to allow the important transnational comparisons. During early autumn 2008 the questionnaires were finalised, target group and research method defined in details and interviews started. The data collection was started during the autumn 2008 and finalised in spring 2009. A joint analysing framework was developed and analysing conducted during the spring-summer 2009. The national results as well as the transnational comparisons were presented in project's first international seminar in Sweden 28<sup>th</sup>-29<sup>th</sup> of Sep 2009 and in an international conference in Vaasa in August 2009. The national reports of the results of WP2 have been written as well as the transnational comparisons designed based on the discussion in the Umeå seminar. The joint report will be published in the project's web pages, but also in the series of University of Helsinki, Ruralia Institute in June 2010. In addition the ppt-shows for the training material will be created during the spring 2010 Also the multimedia case studies for training material have been designed and structure for them developed. In Sweden the material for the multimedia cases was filmed in early 2009, in other countries (exp. Scotland) it was done during this reporting period. The cases of Finland and Iceland will be finalised in April 2010. In Scotland there have been discussions to delegate the work related to the cases from Macaulay Institute to University of Aberdeen, so the cases could be finalised during summer 2010. The final decision has not been made yet.

**WP3.1/Sales organisation survey:** The aim of WP3.1 is to find out, if there is a market (and if so, what kind of market) for hunting tourism products based on the northern hunting culture and bring this information on customer demands for the product development in the SME development groups. The survey was preliminary discussed in Kuopio meeting, after which the sub-group developed the ideas further by using especially the Canadian partner's experiences on market surveys. The questionnaire for sales organisations was developed and the draft was presented to the whole partnership in the 2<sup>nd</sup> partner meeting in Iceland. Since then the survey draft has been jointly amended and comments asked from the entrepreneurs to ensure usability of results on a practical level. The survey was conducted during May 2009 and the results reported in the partner meeting at the end of Sep 2009. The report was finalised during autumn 2009 and published in the project's web pages. The results have been presented in national level to the reference groups and the development groups. In Finland, some additional survey was decided to do as a part of WP4.1. It was finalised during this reporting period and results given to the development group for further utilisation.



**WP3.2/Monitoring models:** Email and Skype discussions between the members of Sub-group 3.2 during the autumn 2008 has resulted in a detailed plan for the review of monitoring methods used to assess populations of harvested wildlife in the Northern Periphery countries. WP3.2 activities are planned to take place in two phases. First phase was activated in Feb 2009. A review of the published and institutional literature will assess the national, regional and local monitoring methods for waterfowl, gamebirds, ungulates and carnivores in Iceland, Scotland, Sweden and Finland. For comparative purposes it has also been decided to include monitoring methods in Norway. This review will be written in the form of a scientific paper which will be submitted for publication to the journal "Wildlife Biology". A popular version of the paper will also be published in an appropriate Nordic hunting magazine and formulated to the training material. The structure for the report was created during spring 2009, discussed in the third partner meeting in Iceland and the data collection started.

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In the second phase, during the summer of 2009, field trials of monitoring methods that can be applied by hunters were developed and tested with groups of hunters in Sweden. The first results will be discussed in the partner meeting in Umeå and a second testing round will be conducted during summer 2010. The results of the first testing will be analysed and part of them modified as training material. The results will also be presented in the next international seminar in Scotland in May 2010. In Copenhagen meeting the deadlines for finalising the work were created.

**WP3.3/Economic potential:** The practicalities for assessing the economics of hunting enterprises in project countries were assessed more in detail during spring-summer 2008 and it became evident that finding a common approach for the economic estimations between the countries will be rather challenging. The most crucial economic questions concerning decision making related to developing hunting tourism vary between the countries depending on the structure, current information, development phase and social acceptance of the sector. Since the aim of the task is to get answers especially to those questions that are relevant and current in developing the sector, it was decided to take a case approach in illustrating the economic role of hunting tourism. In addition, country comparisons can be done though common key questions for two target groups: hunters and entrepreneurs. This task is strongly dependent on the information gained from other WPs/tasks and close co-operation e.g. by joining surveys (e.g. WP3.1, WP4.1, WP2) was established. Each country has defined the most important national economic questions for their hunting tourism contexts and description of current methods of selling hunting in each country has been created. The supplement surveys to fill the caps in the existing national information have been designed, needed co-operation with key actors created and also common questions for all countries created, when relevant. In Finland the e- survey and phone interviews for permit hunters was implemented in late 2008-beginning 2009 and the survey for hunting tourism SMEs was conducted in March 2009. In Sweden the survey for hunting tourism SMEs was conducted in late spring-autumn 2009, In Iceland an e-mail survey for permit hunters and SMEs will be conducted during the autumn 2009-spring 2010. In Scotland the survey has been postponed to 2010, and will evaluate the economics of “syndicate” hunting groups that are considered analogous to the Scandinavian “hunting group”. The data collection in all countries exp. Scotland was finalised during this reporting period. In Scotland a person for implementing the survey has been contracted and the survey will be conducted during summer 2010. The joint report was discussed in Copenhagen meeting and it will be published as an e-publication in the series of Ruralia Institute in Sep 2010. The preliminary results have been presented in national levels in FIN and SWE (ref. and dev. groups, other meetings) and will also be presented in the project’s final conference in Nov 2010.



**WP4.1/SME Development:** The hunting tourism SMEs were contacted and the preliminary recruiting for the project development groups started during spring 2008. However, since there was no certain information on the final approval of the project in the spring, it was decided that the actual wider advertising efforts targeted to SMEs will not be done until there are guarantees that project will get funding as requested. During early autumn 2008, the marketing to SMEs begun, SMEs development groups were collected together, the activities were detailed according to SMEs feedback and the development group work started. The SME development groups have strong interest towards transnational activities, so the aim is to enhance that part as much as possible. The development groups have focused on product development, criteria work and marketing tools in their work. In addition they have been interested in influencing to the operational environment of hunting tourism e.g. by taking part to the discussion within the sector in each country.

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They are also committed to give feedback to the project team regarding SME information needs and have been specially interested in the results of WP3.1. In all countries in addition to main goals smaller concrete goals has been defined for the dev. groups and in their implementation the co-operation with other projects and initiatives has been used. The development groups have also started the product development and the criteria work related to sustainable hunting tourism has been fully activated. The dev. groups have had 3- 4 meetings so far in addition to other communication. In each group there are 5-10 entrepreneurs involved actively.

**WP4.2/Operational Environment:** For the same reason as concern the SME development groups, the project was not too heavily promoted to the potential reference group members and organisations until the summer 2008. During early autumn 2008 though the project's reference groups were established in Finland, Sweden and Iceland and committed to the project. The feedback so far from the reference groups towards the project has been very positive and proved to be useful tool to the project. The comments and discussion of the groups will be carefully documented and it will provide excellent material in e.g. estimating the social sustainability of the hunting tourism activities and setting the frameworks for northern hunting tourism. Also the summaries of ref. group discussion have been translated in English to be used in the ref. group meetings in other countries. In addition the project personnel and experts in the sector have presented the national problematic relating to hunting tourism via video conferencing or by visiting the reference groups of the other countries. The Finnish, Swedish and Icelandic reference groups have met at least twice so far and the third meeting will be held by the end of 2009 in all countries. The development of the Scottish reference group has been delayed primarily to coincide the initiation of a complementary research project on sustainable hunting, which is being funded through the EU Framework Programme 7. This project will involve the development of a Scottish "national consultative group" which will run in parallel with the Scottish reference group. Due to the delays in starting FP7 .project, the ref. group work has been delayed. The first meeting of the joint HUNT / North Hunt National Consultative Group was organised on 3<sup>rd</sup> of July 2009 at the Scottish Game Fair, the minutes were written and uploaded to the project's web pages. The reference groups have continued their work in all countries (inc. Scotland). The project's results have been presented to them, feedback collected and the ref. groups have been engaged to the criteria work during the spring 2010.

**WP5/Training material:** The format of training material has been discussed so that it can be taken in consideration in WPs producing part of the training material. Also the technical issues of the training material have been agreed on. The training material pages has been built to the project's web pages and in addition in all countries there will be safeguarded a domestic server, into which the material can be transferred, if needed to be able to fluently maintain it after the project's lifetime. However, also the agreement to continuing maintaining the project's web pages at least 3 years after the project's lifespan has been made. The first parts of the training material have been created and the tested in pilots in early 2010.

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### 2.1.1 Description of project WP 1

Title:	<b>Management, Coordination and Communication</b>
Strategic Focus:	This WP is essential for the overall success of the project, aiming to establish effective mechanisms within the partnership for planning, management and coordination, dissemination and communication and evaluation of the project activities. Management and coordination aim for successful implementation and administration of the project. Communication includes the internal communication within the partnership as well as with the national network aiming for open project culture with high level dialogue and interaction between the partners. In addition the aim of this WP is to disseminate the projects results to relevant interest groups and guarantee their wide utilisation. This WP also aims to evaluate and monitor the project progress and give feed back to the project team in order to guarantee the successful implementation of the project. The WP will contribute to all project's sub-objectives.
Responsible partner:	University of Helsinki Ruralia Institute (Ruralia) Lead partner, management and whole WP, co-leaders The Research Centre of the University of Akureyri, (RHA) Dissemination, Icelandic Tourism Research Centre (ITRC) Evaluation
Involved partners:	Haapavesi Vocational School, (HAO), Swedish University of Agricultural Sciences (SLU), Rural Economy Development (RED), Environment and Food Agency of Iceland (UST), Macaulay Institute (MA), University of Aberdeen (Uni-Aberdeen), Newfoundland and Labrador Outfitters Association (NLOA)
Expected outcome: (Summary of the planned effect of the work package)	The outcomes of this WP include planning, coordinating, managing and evaluation of the project activities guaranteeing the smooth implementation of project activities and the assurance of quality both in the management and the implementation of project tasks, including the project products. Outcomes relating to dissemination activities are e.g.: 3 international seminars, web page (including intranet) and publicity material of the project, several articles in national and international level, seminar presentations, several national informative meetings, 6 newsletters in English and national languages on the project and its results. These will effect on wide utilisation of the project's results, maximise the benefits of the project and promote networking in the sector. The outcomes from the evaluation are: 3 evaluation reports and national feedback from the reference and SME development groups, which help to guide and direct the project activities the most effective way.

#### Activity description of WP 1

<p>All tasks are basically on-going throughout the project's duration: Jan 2008-Dec 2010.</p> <p><i>Management</i>  <b>January-June 2008:</b> The project will establish management and decision making structure and communication processes for sharing ideas and making decisions. The Lead partner will make agreements with the other partners where the tasks and responsibilities are agreed. The partners organise the financial system needed for the project (accounts etc.) and take care of the formalities related to the starting the project.</p>	<p><i>Management</i>  <b>Activity report no 1</b></p> <p>The project application was supplemented and the conditions set by PMC to the project were answered and met during the spring 2008.</p> <p>After this, the project established the management structure as well as the Steering Committee was chosen consisting one representative from each</p>
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A Steering Committee will be set up consisting of one representative from each partner organisation. The SC will undertake responsibility for all strategic decisions relating to project planning, allocation of work amongst partners, monitoring of project activities and time schedule and coordination of the implementation of tasks. 1st SC meeting will be held. The material and minutes of the SC meetings as well as other project material will be made available to all project partners.

**July 2008-June 2010:** Everyday management will continue in coordination level as well as national levels. The project will report on its activities and financial situation to the NPP as well as to national co-financiers. The interim reports 1-4 will be made. The SC meetings 2-5 will be held: 2<sup>nd</sup> in autumn 2008, the 3<sup>rd</sup> in March 2009 together with the international seminar in Sweden, the 4<sup>th</sup> in autumn 2009, and the 5<sup>th</sup> in spring 2010 together with the international seminar in Scotland.

**July-December 2010:** Everyday management will continue. The project will report on its activities and financial situation to the NPP and to national co-financiers. The 5<sup>th</sup> interim report and the final report of the project will be made. The SC will have the last meeting in Finland back-to-back with the end conference of the project.

country. This composition was requested by the partners instead of one member from each main partner organisation. All partners agreed on this.

The management culture for the project was agreed and also included to the partner agreements. The partner agreements were made, signed and forwarded to MA. The partners took care of the practicalities related to the start of the project in their organisations.

The first actual SC and partner meeting was held in Kuopio in March 2008. The minutes of the meeting are available in the project intranet and were sent to all partners for commenting, after which they will act as implementation plan for the project. Before the Kuopio meeting the preliminary composition of SC had a video meeting already in Jan 2008 in order to organise the launching the project and response to the conditions of the project's approval.

The Lead Partner (project co-ordinator and representative of the financial office of the lead partner) took part to the Lead partner seminar organised by JPS in June 2008. During the summer-early autumn 2008 the reporting system was communicated with the project partners and the internal dead lines for the interim reporting agreed.

In all partner countries several national meetings and video meetings were held in organising the national management of the project as well as the national work in different WPs .

**Activity report no 2**

The project's every-day management practises set up during the previous reporting period were continued. The second interim report was prepared. Also due to the incomplete national controlling system in some countries, the financial reporting of the first reporting period was further prepared.

The second SC meeting was organised in Akureyri Iceland on 30<sup>th</sup> of Sep-2<sup>nd</sup> of Oct. 2008 in which the project implementation was discussed and the further activities decided. The minutes of the meeting were made and they will act as agreement of project's operational implementation.



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	<p>In all partner countries national meetings and were held in organising the national management of the project as well as the national work in different WPs .</p> <p>The lead partner has contacted regularly NPP desk officer of the project providing updating information on the project's progress. Also the information from NPP has been delivered further to the project partners.</p> <p><b><u>Activity report no 3</u></b></p> <p>The project's every-day management practises set up during the previous reporting period were continued. The third interim report was prepared. Also the financial reporting of the second reporting period was finalised.</p> <p>The second SC meeting was organised in Eigilsstad-Akureyri Iceland on 15<sup>th</sup> -17<sup>th</sup> of April. 2009, in which the project progress was discussed and the further activities decided. The minutes of the meeting were made and they will act as agreement of project's operational implementation.</p> <p>In all partner countries national meetings and were held in organising the national management of the project as well as the national work in different WPs .</p> <p>The lead partner has contacted regularly NPP desk officer of the project and the MA providing updating information on the project's progress and related to the financial reporting. Also the information from NPP has been delivered further to the project partners. In addition the project co-ordinator and communication WP leader took part to the Communication and Dissemination training organised by NPP in June 2009 in Laukaa, Finland. In addition the Swedish main partner SLU participated an national NPP information seminar in Umeå May 6-7, and informed other projects about NPP Hunt results, and discussed and compared the project work to others.</p> <p>In August 2009 the project faced a tragedy, when the country co-ordinator of Scotland, Simon Thirgood died in an accident. For this reason the activities in Scotland have been on hold since September 2009 concerning Macaulay Institute</p>
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and discussions with the lead partner have been held. The new project manager for Scotland was appointed in December 2009. However, there will be expected delays and possibly some changes to the work plan of the division of labour between the partners in the near future.



**Activity report no 4**

The project's every-day management practises were continued. The third interim report was prepared and sent in. Also the financial reporting of the third reporting period was finalised. In addition one extra financial reporting concerning the Scottish partners was conducted in Nov 2009.

The fourth SC meeting was organised in Umeå Sweden back to back to the international seminar on 30<sup>th</sup> of Sep-1st of Oct. 2009, in which the project progress was discussed and the further activities decided. The minutes of the meeting were made and they will act as agreement of project's operational implementation. In addition a request for an extra SC meeting was made. The idea was to be able to check and discuss the project's progress before the second international seminar in Scotland. The meeting was held on 23<sup>rd</sup>-24<sup>th</sup> of March in Copenhagen connected to the meeting with the project's desk officer. In this meeting a detailed plan for finalising each WP in order to meet the objectives of the project by Dec 2010 were made.

In all partner countries national meetings and were held in organising the national management of the project as well as the national work in different WPs .

The lead partner has contacted regularly NPP desk officer of the project and the MA providing updating information on the project's progress and related to the financial reporting. Also the information from NPP has been delivered further to the project partners. In addition the Icelandic partners participated in the NPP Annual Conference -Lava09 (10.-11. November 2009) and a related project exhibition in Reykjavík. The project exhibition was an opportunity to present the project and its first results in an international setting. During the project exhibition the Icelandic partners presented the project and results from the Icelandic part of WP2.

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<p><i>Communication and dissemination:</i></p> <p><b>January-December 2008:</b> The partnership will establish the communication processes in order to communicate adequately within the partnership as well as with the national interest groups and financiers. The project's communication plan will be revised in details. The project's communication tools will be made. The media will be informed about the start of the project, the press kit will be put together and the project brochure will be disseminated in the suitable meetings and via other methods. 1<sup>st</sup> and 2<sup>nd</sup> newsletters of the project will be published in e-form.</p> <p><b>January-December 2009:</b> The partnership will continue the communication within the partnership as well as in national networks. The project brochure will be disseminated and web pages will be updated regularly. International seminar will be organised in March 2009 presenting the results of the WP2. The topic will be social sustainability of the hunting tourism and the responsible organiser SLU. The material will be published as seminar proceedings in electronic form. The 3<sup>rd</sup> and 4<sup>th</sup> newsletters of the project will be published presenting the results of the WP2, WP3 and the seminar. Also the reports from WP2 and the results from WP3 will be disseminated via other media. If appropriate the project will disseminate the results by participating fairs or major events of the sector.</p> <p><b>January-December 2010:</b> The partnership will continue the communication within the</p>	<p>The new project manager, Scott Newey, for Scotland was appointed in December 2009. However, the lack of project co-ordinator in Scotland during the autumn 2009 caused delays and possibly will cause some changes to the work plan or the division of labour between the partners in the near future.</p> <p>During early 2010 the partners made a first draft of the budget change request and informed about this to JPS. The actual request for changes will be done during summer 2010 to make sure that all needed changes can be included. The changes do not effect to the project's implementation.</p> <p><i>Communication and dissemination:</i>  <b><u>Activity report no 1</u></b></p> <p>The partnership has planned the communication activities in details and started implementing dissemination. Also a sub-group for communication has been created and responsible people named from each country. The communication plan has been formulated and updated and a press-release plan had been created to ensure proactive communication beyond the minimum requirements. The plans include all the dissemination material that will be made, target groups, media, responsible persons and deadlines. A follow-up tool to media coverage has been launched within the partneriat. The media for dissemination have been named per country and internationally and the e-mail lists for the project newsletters prepared.</p> <p>The current state-of art of the project communication tools that have been designed and distributed:</p> <ol style="list-style-type: none"> <li>1. The international seminars related to WP results have been discussed and the communication plan has been revised to distribute information in accordance with seminar news. Planning the first seminar (August 2009) has begun and the communications people are actively involved in organizing.</li> <li>2. The project web-pages have been prepared(both the internet and the intranet – pages ) and a designer as well as software development company contracted by task leader (RHA) for designing the project look</li> </ol>
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partnership as well as in national networks and the web pages will be updated regularly. The reports from WP2 and WP3 will be disseminated, the 5th and 6th newsletters of the project will be published presenting the results from WP3, WP4, WP5 and the international seminars. The reports from WP2, WP3, WP4 and material from WP5 will be disseminated via different media. The end conference of the project will be held in Finland in November 2010. summarising the project results and focusing especially on the work done in the SME development groups. SMEs participated in the project will be invited to the seminar and the material will be published in the e-form. The press release will be published summarising the results and outlining the future activities developed on the basis of the project's work.

and hosting the web-pages . The internet address will be promoted in all communication events (brochure, press kit, press releases, newsletter, e-mail, presentations, interviews, reference groups, organization web-sites etc.) The intranet facilitates mainly as final document storing and dissemination.

Also the Icelandic, Swedish and Finnish translations of the internet-pages are ready and national information has been added for national stakeholders

3. The whole partneriat had several productive discussions about the message and purpose of the logo and actively influenced to the end result. The logo has been sent to all members in different formats and color-options. The logo will be used along with the NPP and EU logos and their design has been taken into consideration when creating the logo.
4. A PowerPoint template has been created and disseminated. The template features the project look and includes the logos of the project, NPP and EU. The project Ppt-presentation using the template has been created. The project has been mentioned in several stakeholder presentations.
5. The project case study has been created. A project brochure has been planned and prepared depicting project activities and objectives and actor information. The national translations will be made during autumn 2008. The main aim of the brochure is to promote the up-to-date internet-pages and will be distributed on all possible occasions to all stakeholders.
6. A dissemination template (the look, letter template, etc.) has been created and sent to all partners, who will use it in all project-related communication. The template includes the project, NPP and EU logos and the internet-address.
7. National articles to general publications and some international publications to scientific publications have been planned and are awaiting WP results. Coordinators and follow-up have been agreed upon.



8. The national informative meetings are done through the reference groups and all subject-related gatherings. The project has been mentioned in all kind of events that handle sustainability, hunting, the northern periphery, hunting tourism and game management. The reference groups have been briefed about the project aims and they have started to disseminate information in their organizations.

9. A newsletter template has been created and the first e-newsletter will be sent to several target groups (entrepreneurs, stakeholders, media) during autumn 2008.

10. All the elements of the press kit are in place and the first press releases have been sent out and several press articles related to them has been published. Press coverage is followed systematically with a common tool and press hits are saved and stored in all countries.

The communication and dissemination actively follow WP work to distribute relevant information to all actors. Therefore all project members have been thoroughly briefed regarding the system and importance of communications.

**Activity report no 2**

The communication tasks have continued according to the communication plan of the project. After discussions with JPS, the projects abbreviation was changed in all marketing material from NPPHunt to North Hunt since it is much more informative for the target groups. The communication material was updated accordingly. Also the material was updated according to JPS's guidelines concerning the slogan of NPP programme.

The project web page has been updated, improved and promoted regularly.

The project's newsletter translated in national languages has been sent out to target groups and downloaded to the project's web pages.

The project brochure has been translated to national languages. The Icelandic and Swedish



versions are already printed, the Finnish version is in print. The brochures will be disseminated to the target groups in all relevant events of the project, organised by partner organisations and their network and in events organised by co-operation and association partners. In addition the brochures will be distributed directly to the target groups (by post, visits) in all potential occasions.

National articles to general publications and newsletters have been submitted and articles to scientific publications have been further planned and are awaiting WP results. Coordinators and follow-up have been agreed upon.

Planning the first seminar (August 2009) has continued, the date and place are set(28-29.9.2009, Umeå Sweden) and the communications people are actively involved in organizing.

The national informative meetings are done through the reference groups and all subject-related gatherings. The project has been mentioned in several events that handle sustainability, hunting, the northern periphery, hunting tourism and game management.

Both communication plan and press release plan have been updated during the reporting period.

**Activity report no 3**

The communication tasks have continued according to the communication plan of the project. The project web page has been updated, improved and promoted regularly.

The project's newsletter translated in national languages has been sent out to target groups and downloaded to the project's web pages.

The project brochure has been translated to national languages and disseminated to the target groups in all relevant events of the project, organised by partner organisations and their network and in events organised by co-operation and association partners.

The project's first international seminar was held on 28<sup>th</sup>-29<sup>th</sup> of September in Umeå Sweden. The



seminar focused on social sustainability of hunting tourism and during the first seminar day all the country reports and results were presented. For the second day experts related to the sector were invited as guest speakers as well as a panel organised related to the topic. There were approx 35 participants in the seminar and it also attracted some attention from the media. All the seminar presentations were uploaded to the project's web pages. [http://www.north-hunt.org/en/news/first\\_north\\_hunt\\_seminar/](http://www.north-hunt.org/en/news/first_north_hunt_seminar/). Also the seminar programme can be found from there.

National articles to general publications and newsletters have been submitted and articles to scientific publications have been further planned. Coordinators and follow-up have been agreed upon. The articles are listed in details in the point 8.2.

Communication during 2009 has emphasized the practical aspects by ensuring that information flows between all actors, that project results reach its audience and that development ideas reach the project members. Entrepreneurs have actively commented on the disseminated information and also provided information to further disseminate.



New innovations regarding dissemination have been made by launching Facebook pages and participating in project topic-related internet discussions on multiple forums.

The national informative meetings have been organised through the reference groups and all subject-related gatherings. Both communication plan and press release plan have been updated during the reporting period.

**Activity report no 4**

The project's web pages were revised during the reporting period according to the feedback from JPS. They have also been actively updated regarding the news-section. The 4<sup>th</sup> newsletter was drafted and sent out to partners for comments. The newsletter will be published in April 2010.

In November 2009, the Icelandic partners participated in a project exhibition in relation to the International Entrepreneurship Week.

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<p><i>Evaluation</i></p> <p>The evaluation will run throughout the project. The project team will regularly evaluate the progress of the project especially in the SC meetings. All partners will contribute to internal evaluation. In addition the project will be external evaluator to guarantee the objectivity. Also the national reference and SME development groups monitor and guide the project activities. Within the first 6 months the project's evaluation plan will be made for internal evaluation. For the external evaluation an evaluator will be sub-contracted and necessary arrangements made. The evaluation summaries will be included to the interim and final reports.</p>	<p><i>For these events the Icelandic partners added to the dissemination material by producing a new poster featuring national WP2 results in Icelandic along with six smaller ones featuring same results in English.</i></p> <p>One academic paper has been written during the reporting period which was presented at a national conference at the University of Iceland.</p> <p>The project Facebook-pages have been promoted and they have received new readers.</p> <p>National press releases have been sent out and they attracted considerable attention in Finland (December 2009). This arise in awareness of the sector has prompted multiple inquiries about the issue and the project and the recipient-list of the newsletter has been updated accordingly.</p> <p>The project has continued to draw some media attention also in Iceland and Sweden although no press releases were sent out during the reporting period. Also some newspaper articles were published of the project (See point 8.2) The press release plan has been revised and updated in Iceland. The next press release will be sent out in April regarding WP3.1 results.</p> <p><i>Evaluation</i>  <b><u>Activity report no 1</u></b></p> <p>The internal and external evaluation was planned for the project and discussed within the partnership meetings. The internal evaluation will be collected and reported in the partner meetings. As the external evaluator it was decided to appoint 2 members form national reference groups from each country, one outsider academic/representative of administration and one representative of SMEs. There will be 2 external evaluations, one in the middle of the project and the other one at the end of the project Task leader (RHA) will provide further guidelines for implementation for the next reference group meeting of each country.</p> <p><b><u>Activity report no 2</u></b></p> <p>The external evaluators have been contracted already in ICE, SWE and FIN (other still not</p>
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	<p>confirmed) and will be contracted in Scotland shortly. The guidelines for evaluation process has been created and the questionnaire draft has been produced to the use of external evaluators focusing on the content of the project's activities (how relevant they are from evaluator's point of view) rather than project's progress based on schedules etc.</p> <p>Also the feedback from development groups and reference groups will be collected and very simple questionnaires for that will be developed by ITRC/RHA. The evaluation report will be included to the project's interim report from 3<sup>rd</sup> reporting period.</p> <p><b><u>Activity report no 3</u></b></p> <p>The external evaluators have been contracted in ICE, SWE and FIN and will be contracted in Scotland shortly. The guidelines for evaluation process has been created and the questionnaire has been produced and translated to the national languages to the use of external evaluators focusing on the content of the project's activities (how relevant they are from evaluator's point of view) rather than project's progress based on schedules etc. The report from Scotland is missing due to the new arrangements of the personnel in MA, but will be included to the final report.</p> <p><b><u>Activity report no 4</u></b></p> <p>The internal evaluation was continued during the reporting period in SC meetings. The external evaluation report was finalised, published and the feedback discussed in the SC meeting.</p>
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**Results to date from WP 1**

<p><b>Management</b></p> <p>The project has been launched and practicalities relating to management have been taken care of by all partners. The outputs to date are:</p> <ul style="list-style-type: none"> <li>• revised application to meet the conditions for the project set by PMC.</li> <li>• management structure including SC established</li> <li>• partner agreements and project contracts signed</li> <li>• partner meetings 1-5 and 1 video meeting → minutes</li> </ul> <p><b>Communication and dissemination</b></p> <p>The project has created a communication and dissemination practises and disseminated the</p>
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information on project's activities (launching and future activities mainly) to different target groups. The most relevant interest groups in each country are aware of NPPHunt project.

- The first international seminar was held in Umeå Sweden 28<sup>th</sup>-29<sup>th</sup> of September.
- The revised project's web pages
- Outputs relating to dissemination activities are described more in details in section 8.2

**Evaluation**  
Evaluation plan has been designed in details and agreed on, evaluation processes designed, guidelines made and external evaluators mainly contracted.  
The outputs to date are:

- evaluation guidelines and draft questionnaires for the use of external evaluators
- interim evaluation report has been finalised.

<b>2.1.2 Description of project WP 2</b>	
Title:	<b>The attitude environment and social framework related to hunting tourism</b>
Strategic Focus:	Several different interest groups (landowners, local hunters, local people, indigenous people, nature tourism professionals etc.) have their own approaches to hunting tourism. In order to guarantee social sustainability, these can not be ignored. It is essential to integrate the development activities of the project to the current attitude environment and understand the social framework for the sector. However, there is no objective information related to this aspect or it is scattered and it is very difficult for SMEs to collect due to the lack of capacity or resources. The aims of WP2 are to provide this information to SMEs and actors supporting SMEs, to provide background information to the policy makers and rural development professionals, to estimate the potential of hunting tourism as business opportunity in rural areas of Northern Europe and guarantee the sustainable development activities in the sector. The collected material will be used in WPs 4 and 5. WP2 contributes especially to the project's sub-objectives 1, 2, 3 and 6.
Responsible partner:	General co-ordination of the WP: SLU (leader), Uni-Aberdeen (co-leader)
Involved partners:	Contributing: Ruralia, SLU, MA; RHA, ITRC, UST, NLOA
Expected outcome: (Summary of the planned effect of the work package)	Information to SMEs, actors supporting SMEs, policymakers and rural development professionals on current attitude environment related to hunting and hunting tourism. The WP will generate the understanding the social framework for the sector in order to estimate the potential of hunting tourism as business opportunities in rural areas of Northern Europe, to guarantee the sustainable development activities in the sector and to be able to integrate the development activities of the project to the social framework.  Expected outputs <ul style="list-style-type: none"> <li>• one transnational report presenting the current attitude environment and social framework related to hunting and hunting tourism in national and Northern European level</li> <li>• 8-10 SME case studies presenting different kind of practical solutions to solve social sustainability issues in multimedia presentations</li> </ul>

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• One transnational seminar related to the topic as part of WP1	
<b>Activity description of WP 2</b>	
<p>The activities related to this WP are scheduled between January 2008-June 2009. The activities are presented in 6 months periods similar to the project reporting.</p> <p><b>January –June 2008</b>  The existing survey from Sweden will be revised and the questions translated as a basis for the work in other countries. Each partner prepares the survey with questionnaires and/or interviews adapted to the situation in each country. The nationally most relevant target groups and methods will be identified, and the contact information needed collected. Co-operation possibilities with the national actors will be established, if feasible, and existing national studies supporting the survey will be identified. The questionnaires will be sent out and the data collected. The case study structure will be planned for the SME interviews, the practical alternatives for multimedia will be studied.</p> <p><b>July-December 2008</b>  The data collection will be continued (if needed) and finalised. National and transnational analysis including transnational comparisons will be made and the social framework related to hunting tourism will be started. A joint report will be written. The report will be used in developing new products to the sector as well as by policy makers in estimating the relevancy of hunting tourism as one nature tourism sector. It will also form a part of the training material in WP5. The case companies will be selected, the interviews made and the multimedia produced. One reference group meeting related to topic will be organised to collect the opinions from different interest groups.</p> <p><b>January-June 2009</b>  The report will be finalised after feedback collected from the reference and SME development groups, published and made available on the project's web pages. The results will be disseminated in the national seminars and meetings. The results will also be disseminated by writing articles to the practitioners' publications and by using other suitable media.</p> <p>One international seminar will be organised</p>	<p><b><u>Activity report no 1</u></b></p> <p>The list of activities:</p> <ul style="list-style-type: none"> <li>• The Swedish existing survey was translated during the spring 2008 and it's potential was discussed in the Kuopio meeting in March. In Kuopio meeting also the research approach was discussed and sub-group for this WP formed.</li> <li>• The subgroup communicated on the development of the WP by e-mail, in June (9.6.2008) the data collection was planned in the video meeting. The research approach was partly changed from the quantitative to qualitative in order to better collect the attitudes related to hunting tourism.</li> <li>• The data collection was developed further and video meeting related to it and national target groups identification was held on Aug 26, 2008</li> <li>• Before the next partner meeting (Oct 1<sup>st</sup>-2<sup>nd</sup>) the joint sections of the theme interview questionnaires were finalised, target group and research method defined in details. Preliminary ideas for the analysing frame were also drafted.</li> </ul> <p>Between the partner and video meetings the sub-group communicated actively by e-mail and phone and jointly developed the common parts of the information gathering further. From all the video meetings, minutes were made and sent to the sub-group members.</p> <p>The sub-group members also developed nationally country specific questions in complement the joint interview guide and bring out the country specific issues. The Interview guide was translated into Icelandic, Finnish and Swedish for national use. Interviews with key informants commenced in late autumn and are ongoing. We aim to have all interviews completed by the end of January 2009</p>



related to the WP2 (part of WP1) in Sweden. The partner responsible for organising the seminar is SLU.

**Activity report no 2**

At the partner meeting in Iceland 30/9-2/10 2008 the interview guidelines for the theme interviews, which had been tested in Finland with a few entrepreneurship interviews, was finalized.

An analysing framework was developed during autumn 2008.

At a WP2 video/telephone meeting held on 17/2/09 further ideas on how to analyse interviews were developed. Interviews were nearly completed for all countries at the end of March 2009.

Two best practise multimedia case studies per country will be created focusing on, how SMEs have successfully solved social sustainability issues in their operations. A WP2 case study template was developed during Autumn 2008. In Sweden the material for the multimedia cases was filmed in March 2009, in other countries it will be done during autumn 2009.



The planning of the first international seminar, related to social sustainability, was started during the end of 2008/beginning of 2009. The seminar will be held in Umeå, Sweden in September 2009

**Activity report no 3**

During the reporting period, the interviews were completed for all countries. At the partner meeting in Iceland 14/4-17/4 2009 and more specifically at WP 2 - Video/telephone meetings on June 5 and August 11 methods and structure of analyses and national report writing were finalised.



The planning of the first international seminar, related to social sustainability, was finalised during the summer of 2009. The seminar was held in Umeå, Sweden, September 28-29 and the national results as well as cross country comparisons were presented and published in the seminar. The presentations can be found from the project's web page.

National reports were finalized after feedback from the reference groups, SMEs in each country

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	<p>and the international seminar feedback and the cross country comparisons will be written during the next reporting period. The structure of the transnational report was finalized in the partner meeting (30<sup>th</sup> of Sep-1<sup>st</sup> of Oct) held back-to-back the transnational seminar. The report will be published in the series of University of Helsinki, Ruralia Institute and summaries will be translated to the national languages. Also national authors will create the training material package related to their results in English and national languages. All material will be published in the project's web pages.</p> <p>The productions of two best practise multimedia case studies per country were started. The Swedish studies will be finalised in autumn 2009 and will be used as an example for the other countries to follow. All case studies will be finalised by the end of 2009 or in the beginning of 2010.</p> <p><b><u>Activity report no 4</u></b></p> <p>During the reporting period drafts of the introduction and the transnational summary for the transnational report presenting the current attitude environment and social framework related to hunting and hunting tourism in national and Northern European level was produced, after comments from the international seminar and the national reference groups. A final version of the transnational report will be published on the webpage 9<sup>th</sup> of June.</p> <p>Power-point shows presenting the results of WP2 will be translated to national languages and published as training material during the next reporting period.</p> <p>Case studies have been finalised and published in Sweden on the Swedish section of the project web. Productions in the other countries are in progress and will be published during the next reporting period.</p>
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<b>Results to date from WP 2</b> <b>Outputs up to date:</b> <ul style="list-style-type: none"> <li>• joint theme interview guide</li> <li>• at least 4 target groups selected from each country for information gathering</li> <li>• Analysing framework developed</li> </ul>
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- Interviews and analysis completed
- Case study template developed
- National reports (FIN, SWE, ICE and Scotland) finalised and results presented in the international seminar
- Joint introduction and transnational comparisons finalised
- Drafts of transnational introduction and summary produced
- Presentations from the Umeå seminar published on the web
- Case study companies selected
- Case study finalised and published in Sweden, in progress in the other countries


<b>2.1.3 Description of project WP 3</b>	
Title:	<b>Objective information to support SME and operational environment development</b>
Strategic Focus:	The hunting tourism is a relatively new business sector and is still in its initial phases. There is a lot of basic information, crucial to the development of the sector that does not exist. There is very little business orientated information, knowledge or experience in the sector. The transnational approach will provide wide enough a background to gain this information. The aims of WP 3 are: to provide objective information on hunting tourism related to its economical sustainability (marketing and economical potential) and ecological sustainability (monitoring models). In addition the aim is to establish relationships between sales organisations and SMEs. The information will e.g. support product development, help to plan better the sustainable game harvesting, estimate the economical business opportunities in the sector and enhance social sustainability of the sector by providing objective information. WP3 contributes to all project's 6 sub-objectives.
Responsible partner:	General co-ordination of the WP: RHA (leader), MA (co-leader); WP3/task1:ITRC (leader), Ruralia (co-leader); WP3/Task2: MA (leader), SLU (co-leader); WP3/Task3: Ruralia (leader), NLOA (co-leader)
Involved partners:	RHA, MA, ITRC, Ruralia, SLU, NLOA
Expected outcome: (Summary of the planned effect of the work package)	Objective information on hunting tourism related to its marketing potential, ecological sustainability (monitoring models) and economical potential to support product development, help SMEs to plan better the sustainable game harvesting, estimate the economical business opportunities in the sector and enhance social sustainability of the sector. In addition the WP will contribute to new networks between sales organisations and SMEs in order to improve their access to the international markets and to new networks to promote ecological sustainability and economical development of the sector. Expected outputs <ul style="list-style-type: none"> <li>• a report presenting the potential on different hunting tourism products, future prospects, the relationship between marketing agents and companies and their perceptions of and demands for sustainable practices.</li> <li>• one report reviewing national and regional monitoring assessments and analyzing the game monitoring methods available at the local level</li> <li>• one report including tools for hunting entrepreneurs regarding local monitoring of ecological sustainability</li> </ul>

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	<ul style="list-style-type: none"> <li>• one report presenting the basic economic parameters related to hunting tourism in 4 Northern European countries and Canada</li> <li>• pilot examples of the economic role of hunting tourism in rural regions.</li> </ul>
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**Activity description of WP 3**

<p>The activities in the tasks scheduled as: task 1 Jan 2008-Jun 2009, task2 Jul 2008-Jun 2010 and task 3 Jan 2008-Dec 2009. The activities are presented in 6 months periods similar to the project reporting.</p> <p>Task 1:  <b>January -June 2008:</b> preparations for the survey, drawing up the contact lists</p> <p><b>July-December 2008:</b> A survey will be made on organisations selling hunting tourism products (tour operators, tourism organisations, travel agencies). Contact information of the relevant sales organisations will be collected in co-operation with the hunting tourism companies and based on their contact lists. The questionnaires will be designed taking in consideration the interaction with the WP3/task3 and contribution from SME development groups. The letters will be sent to potential respondents, followed up via phone-call, wherein they will be directed to a website holding the online survey. The results will be gathered and jointly analysed by RHA.</p> <p><b>January-June 2009:</b> The analysis and reporting of the survey</p>	<p>Please describe your activities in your WP 1, please make this description accumulative. Make the description in chronological order and name the different descriptions as follows in this example:</p> <p>Task1:  <u><b>Activity report no 1</b></u>  Preparation for the sales organisation survey started in September 2008. The survey will primarily be an online survey as Iceland (task leader) has excellent experience in them and an online survey is the easiest for the target organizations to respond to ensuring a high response rate. The aim of the survey is to get the information that the entrepreneurs needs, namely marketing and product-information. In designing the survey Canadian experience on similar kind of market surveys was used. The first draft was sent out to sub-group members for comments in the end of September and was further delivered for comments to SME development groups (WP4). Contact list of potential respondents has been created and it will be further completed during the autumn 2008. The survey will be conducted at the beginning of 2009.</p> <p><u><b>Activity report no 2</b></u>  Comments of the first survey draft from sub group members were collected and the survey questions were developed further. The survey was then sent to the development groups and developed according to their comments. The survey was set up in Outcome – a web based survey tool in March. Afterwards a pilot version of the survey was sent to a few respondents in Iceland, Finland and Sweden to test the survey and it was fine-tuned according to the results. Parallel to these activities the contact list of potential respondents was developed further and completed. The survey will be finalised in April (a final version will be presented during the national partner meeting in April) and the survey will be activated online in</p>
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<p>Task 2:  <b>July-December 2008:</b>The common guidelines will be made.</p> <p><b>January-June 2009:</b> In each country the existing game monitoring data and methods will be collected together and their potential and suitability will be analyzed partly in national level and partly jointly by SLU. The focus on this will be the on the local level monitoring and entrepreneurship approach. In Sweden an expert validation of entrepreneurs' own monitoring methods will be started in order to compare these to more standardized and science-based methods. Results from this will work as a showcase for other countries. The national reference group will be engaged to the process to be able to guarantee the best knowledge in each country.</p> <p><b>July-December 2009:</b>The data and results will be analysed and reported. The results will also be disseminated via national reference groups and networks as well by public articles in the central hunting related magazines.</p>	<p>May 2009.</p> <p><b><u>Activity report no 3</u></b>  The survey questionnaire and methods were presented during the national partner meeting in April 2009 and then finalised. The sales organisations were reviewed and those, who did not meet the chosen criteria were not included. The survey was activated online and the sales organisations got a link to the survey sent to them by e-mail in May 2009. After a few days the e-mail was followed up by a telephone call to encourage them to participate in the survey. The results were analysed. Preliminary results were presented at the partner meeting in Umeå, Sweden, in October 2009 and commented on by the national partners and SME groups.</p> <p><b><u>Activity report no 4</u></b>  The report based on the survey was written and finalised during this reporting period. The results have also been presented to the ref. and development groups for feedback. The report is published in the project's web pages.</p> <p>Task 2:  <b><u>Activity report no 1</u></b>  Some discussion on this task was conducted within the partnership in Kuopio meeting and a sub-group for the task was formed. Also some initial planning has been made, but the task has not really been activated yet in this reporting period.</p> <p><b><u>Activity report no 2</u></b>  The draft scope and aims of the review have been established circulated to subgroup members. A common structure for national accounts has also been agreed. Reviews of the national legislation and monitoring literature have been drafted for Sweden and Scotland. Other national accounts are currently being collated and will be returned to WP leader in May 2009.</p> <p>A structure for the field trials of monitoring methods in Sweden (expert models) have been developed and agreed upon. Trials will start in July/August 2009.</p>
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**January-June 2010:** One international seminar will be organised based on monitoring models in Scotland. The responsible organiser is MA.

**Activity report no 3**

Following the third partner meeting in Iceland, April 2009, national accounts and data sources have drafted and identified, and are currently with the WP PI for collation before circulation again among the WP subgroup, for further input.

The field trial of the entrepreneurs own monitoring models (expert models) were conducted in August 2009. The results will be analysed and evaluated during the autumn. A second year of data will probably be collected in August 2010, in co-operation with a national project, to further strengthen the data.

**Activity report no 4**

Ongoing legislative changes in some partner countries pertaining to the monitoring of game and wildlife species, and game law necessitated a strategic refocusing of activities in this WP. Following discussions at the Copenhagen meeting, Scotland workshop and via email/skype the subgroup have identified and developed a conceptual model and performance criteria which provide a framework to assess the efficacy of game monitoring models. This frame work will be applied to a range of national case studies to identify best practice. Case studies and lead authors from all partner countries and Norway have been identified and are currently being assessed.

Another field trial for the expert models was carried out during January 2010 for another species (moose) to be able to draw conclusions about if the precision and bias of the monitoring method (expert models) differs between species with different population dynamics. This trial was carried out in cooperation with a national project. The data has been analysed to some extent. A second year of data for the willow ptarmigan will be collected in August 2010 to further strengthen the data.


Task 3:

**January -June 2008:**One partner from each country will collect together the existing

Task 3:

**Activity report no 1**

The approach for the economical survey was

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<p>information related to the economical role of hunting tourism and different game use alternatives. The focus will be in two tourist types identified during the preparatory project: tourist buying “full package services” (typically foreign tourists or business customers) and independent tourists (buying mainly the hunting licence and some basic services like accommodation). This approach enables to estimate the economical effect of different hunting tourism activities. The data will be collected together, basic economic parameters defined and national gaps and black spots in the existing information identified. The existing data can be completed with small surveys in selected pilot regions in each country.</p>	<p>designed in details during the spring 2008. The first ideas were presented in the partner meeting in March. It was also decided to involve more economists in the formed sub-group from the partner organisations to ensure the best possible implementation for the task. The task approach and ideology was planned further based on the current information base form each country during the autumn 2008 and commonalities and differences were taken into consideration in creating this approach/survey plan.</p>
<p><b>July-December 2008:</b> The completing the existing data will be finalised. The surveys will complete the existing information on: the income the hunting tourists bring to the hunting tourism enterprisers, the amount of money spent by the hunting tourist out side of the companies, the value of hunting licences sold to the tourists and regional employment effect of hunting tourism. General, national and regional tourism statistics will be used to complete the information e.g. to estimate the multiplicative effects and employment effect of tourism income.</p>	<p>The completion of the data with national surveys was postponed to the year 2009 due to the late start of the project as well as the unforeseen difficulties in finding the feasible approach for all the partner countries, so that also the country comparisons would be relevant for joint learning process, for SMEs to use and for benchmarking. The existing economical data varies a lot between the countries as well as the time lines (years) and therefore a case based approach was chosen (each country will present a certain region/hunting form etc. as an example).</p>
<p><b>January-June 2009:</b> The future realistic growth potential of hunting tourism will be evaluated based on the results of WP3/task1. The collected data will be analysed and pilot calculations and estimations on the economical potential of hunting tourism will be made for a) current situation b) 2 future scenarios based on the opinion of the sales organisations and general growth rates of nature tourism. As reference material the economical role of different game use alternatives will be collected together. The national reference groups will be engaged to the process to be able to guarantee the best knowledge and accuracy of the results in each country.</p>	<p>The description of current hunting tourism selling system as well as the existing information will be more detailed studied during the autumn 2008-beginning of 2009.</p>
<p><b>July-December 2009:</b> The data and results will be analysed and reported. The results will also be disseminated via national reference groups and networks as well by public articles in the central hunting related magazines.</p>	<p><b><u>Activity report no 2</u></b>  The sub-group have held video meetings and continuous e-mail discussion. Based on it Each country has selected their nationally prioritised interests concerning economical potential of hunting tourism. These have been listed down. Also as background information each country has made a short description on how hunting is sold in each country. The aim is to provide better understanding on the practises in each country. These descriptions are available in the project’s web-pages</p>
	<p>The collecting the current existing information is on process and the focus of supplementing surveys has been decided. Despite of slightly different national focuses, some common elements can be found from all countries. In all countries there will be a survey targeting to permit hunters and some common questions will be used as part of national surveys in order to get some comparable data.</p>



Also in all countries a survey for hunting enterprises will be conducted and some common elements will be included. Basically however, the report of WP 3.3 will present hunting tourism potential in different northern areas as “cases” or examples presenting the potential based on e.g. some game species, one or two region or nationwide. If possible some country comparisons will be included as well.

In Finland the surveys and interviews has been conducted already (permit hunters Dec 2008-Jan2009, SMEs March 2009), in Sweden it will be implemented during late spring 2009 and in Iceland and Scotland during autumn 2009. Also the resources from other national projects will be used.

**Activity report no 3**

The collecting the current existing information is on process and the focus of supplementing surveys has been decided and partly conducted.

In Finland and Sweden the surveys and interviews has been conducted and in Iceland and Scotland during autumn 2009. Also the resources from other national projects will be used.

Despite of slightly different national focuses, some common elements can be found from all countries and some common questions will be used as part of national surveys in order to get some comparable data, but it must be noted that the report of WP 3.3 will present hunting tourism potential in different northern areas as “cases” or examples presenting the potential based on e.g. some game species, one or two region or nationwide.

**Activity report no 4**



The data collection in all countries exp. Scotland was finalised during this reporting period. In Scotland a person for implementing the survey has been contracted and the survey will be conducted during the summer 2010. The joint report and its structure was discussed in Copenhagen meeting and it will be published as an e-publication in the series of Ruralia Insitute in

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	<p>Sep 2010 and also downloaded to the project's web pages. The report will consist of joint introduction and the country reports as "cases". The preliminary results have been presented in national levels in FIN and SWE (ref. and dev. groups, other meetings) and they have raised a lot of interest among the stakeholders and beneficiaries of the project. The results will also be presented in the project's end conference in Nov 2010. A detailed and realistic plan to finalise the work in this WP was made in Copenhagen.</p>
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**Results to date from WP 3**

<p><b>task 1:</b>  The first draft of the joint questionnaire has been formed and contact list of the respondents gathered together.  The outputs to date:</p> <ul style="list-style-type: none"> <li>• A complete questionnaire (might be fine tuned)</li> <li>• A complete list of respondents.</li> <li>• The report and results of the survey published in the web pages and presented to ref. and dev. groups</li> <li>• Ppt-presentations in English and in national languages (ICE, FIN) have been created from the results</li> </ul> <p><b>task 2:</b>  The outputs to date:</p> <ul style="list-style-type: none"> <li>• Structure, aims and content of the review component of this WP have been agreed and national accounts have been or are in the process of being drafted.</li> <li>• Structure, aims and content have also been agreed for the field trials of monitoring methods.</li> <li>• Results from two out of three field trials of monitoring models (not yet fully analysed).</li> <li>• National accounts and data sources have been drafted and identified.</li> <li>• A framework for assessing the efficacy and best practice of monitoring models has been developed.</li> <li>• National case studies and lead authors have been identified.</li> </ul> <p><b>task 3:</b>  The WP has been activated and information gathering approach partly reorganised due to unforeseen difficulties in relevant country comparisons.  The outputs to date:</p> <ul style="list-style-type: none"> <li>• descriptions of hunting selling system in each country downloaded to the project's web pages</li> <li>• common questions created to the permit hunter and SME surveys</li> <li>• the preliminary results of the Finnish, Swedish and Icelandic surveys (not fully analysed yet)</li> </ul>
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<b>2.1.4 Description of project WP 4</b>	
Title:	<b>SME and operational environment development</b>
Strategic Focus:	The SME involvement is extremely significant throughout the project and for the future development of the sector. The aims of WP4 are to enhance national and transnational networks between SMEs and hunting tourism and tourism sector in general, develop existing hunting tourism networks by promoting their activities, to create and test the potential of hunting tourism products based on the northern hunting culture and to create and test the potential co-operation models in hunting tourism sector. The aim of WP4 is also to influence to the operational environment of hunting tourism sector by involving interest groups in order to guarantee that the results and products are relevant for the development of the sector, secure that the results of the project will be utilised in full potential also after the projects lifetime and to create wide national and transnational networks. The WP will contribute to all project's sub-objectives.
Responsible partner:	Co-ordination of the WP in general: HUSH (leader), HAO (co-leader); WP4/Task1: HUSH (Leader), HAO (co-leader); WP4/Task2: RHA (leader), Ruralia (co-leader)
Involved partners:	HUSH, HAO, RHA, Ruralia, SLU, ITRC, UST, MA, Uni-Aberdeen, NLOA
Expected outcome: (Summary of the planned effect of the work package)	<p>The WP4 is divided into SME development (task1) and development of operational environment of hunting tourism (task2).</p> <p>WP4/Task1: Enhanced entrepreneurship activity related the hunting tourism, more co-ordinated and network based business concepts, raised quality level of the companies, sustainable business models and sustainable business operations of the companies, new hunting tourism products, improved business efficiency for 24-40 hunting tourism companies and 4-6 well functioning hunting tourism networks.</p> <p>WP4/Task2 Diminished obstacles for the entrepreneurship, hunting tourism will be seen as generally recognised sustainable nature tourism business opportunity, active networks between different level actors in order to promote the sector and sustainability (administration, SMEs, local people, research).</p> <p>Expected outputs: WP4/task 1</p> <ul style="list-style-type: none"> <li>• new or improved sustainable hunting tourism products (3/partner country)</li> <li>• improved the business efficiency for 24-40 hunting tourism companies</li> <li>• 4-6 well functioning hunting tourism networks</li> <li>• best practises and development methodologies for small group development activities</li> <li>• new networks combining transnationally SMEs, advisors, education organisations and research organisations</li> <li>• one international workshop/seminar will be organised (as part of WP1) related to the work of SME development groups</li> </ul> <p>WP4/task2</p> <ul style="list-style-type: none"> <li>• criteria for sustainable hunting tourism/guidelines as a tool for the existing</li> </ul>

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	networks and rural development actors • one report presenting the results of the criteria work groups
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<b>Activity description of WP 4</b>	
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<p>The both tasks are scheduled to continue during the whole project period: Jan 2008-Dec 2010. The activities are presented in 6 months periods similar to the project reporting.</p> <p>Task 1  <b>January-June 2008:</b> Informing SMEs on the project, collecting together the development groups. The groups will be provided a facilitator in local level, who has the needed knowledge and feasible access to the face-to-face meetings with the development groups. The facilitator can be either the main partner or national co-operation partner depending on the location of the reference groups and the expertise of each partner. The foreseen facilitator organisations are RED, ITRC, HAO, SAKKY, LAO, the Game and Wildlife Conservation Trust and the Organisation of Reindeer Hunting Guides. Also input from Saalis and METKAL-networks, Jakt &amp; Fiskille and Swedish Lapland Hunting Network as external experts will be used. First group meeting will be held at late spring 2008. The groups are based on the common interests of the SMEs. There will be established up to 4 development groups, each including approx 4-10 motivated companies. The groups are national or transnational depending on the activities.</p> <p><b>July-December 2008:</b> The facilitator will create together with the SME group the development plan to solve selected practical problem and will organise the process. The foreseen practical development topics, discussed with the SMEs in the preparatory project phase, are presented in the section 4.1. Also the groups will be developed further, if needed. The group work starts utilising the expertise of the partnership and reference groups transnationally. Also the expertise of other SMEs and SME associations will be used as external expert services. Second group meeting will be organised before Christmas.</p> <p><b>January 2009-June 2009:</b>The group work continues according to the SMEs needs. The groups will inform the other groups of their work. Third group meeting.</p>	<p>Task 1  <u><b>Activity report 1</b></u>  The activities within the Wp4, task 1 were a little bit delayed because of late start of the project. According to that the activity plan had to be fine tuned. In the moment there are 3 development groups almost in action – Finland, Island and Sweden. The strategy is also to have groups in Scotland and Canada as well. Progress report regarding that work will be described in the next interim report.</p> <p>The following lines describe activities and actions that have take place during the report period in each country.</p> <p><u>How the project has reported and gave information about the project to the SME´s</u></p> <p><b>Finland</b>  Electronic news letters/e-mails has been sent out by using the e-mailing list of the hunting companies networks in Northern and Eastern Finland. Also the project press releases have been forwarded to SMEs. In the www-pages there is a special section for SME activities. Also the project has been promoted in the webpages of HAO and Ruralia. In addition the SME co-ordinator (Markus Muuttola, HAO) has contact SMEs and informed of the project informally by using telephone, e-mails and personally meeting the SMEs.</p> <p><b>Island</b>  Information has mostly been given to the SME´s by telephone or emails. Also the summary of the project made by the dissemination team was sent out to SMEs.</p> <p><b>Sweden</b>  Information has been given by e-mail, personal contacts and advertising on RBD website and</p>
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<p><b>July 2009-December 2009:</b>The group work continues according to the SMEs needs. The groups will inform the other groups of their work. Fourth group meeting.</p> <p><b>January-June 2010:</b>The group work continues according to the SMEs needs. The groups give feed back and process further the criteria for sustainable hunting tourism. Fifth group meeting.</p> <p><b>July-December 2010:</b>The development groups finalise their work and define future actions after the project's lifespan. One international seminar will be organised to present the results and network the actors in Finland (organisers Ruralia, LAO and the Finnish Nature-based Entrepreneurship Association). The facilitators will report the group work results and identify good methods to be disseminated further.</p>	<p>newspaper. One national meeting has been held on Kalix Naturbruksgymnasium, a school for hunting guides. The project personnel also have daily contact with the SME's in their work and the project progress was reported. The upcoming information letter together with project website will secure the information flow of the project to the SME's.</p> <p><u>How the development groups have been collected together:</u></p> <p><b>Finland</b> Nationally it has been agreed that Markku Laukkanen from East Finland Saalis-network, gathers and suggests members for the development groups from east side, and Markus Muuttola gathers and suggests them from Central Finland and North Finland. The main criteria has been that the "selected companies" are high quality SME's, who have excellent know-how of Finnish hunting tourism business and who have some working history with international customer groups. Development group gathering is still a little bit in progress. There will be approximately 6-7 members in group.</p> <p><b>Island</b> In Iceland the idea was to cooperate with the local landowners and farmers ,who have been providing hunters access to their land and sometimes also providing transport, accommodation, food and guides for the hunters. The idea was to build up business opportunities and operational environment through the NPPHunt project, and develop hunting tourism products based on research results and cooperation with other project partners. These landowners and farmers were contacted and a group was created. In order to strengthen the groups, the Icelandic team introduced the project idea for Akureyri Region Business Agency also in order to apply supplement funding for the activities. The agency works in regional development. Unfortunately, the agency was not open to supporting the development of hunting tourism in the region. A lot of time and effort went into selling the idea. After careful considerations it was decided to go to Fljótsdalshérað in East Iceland with the same idea, since the extra support would benefit significantly the activities of the development group. Now, the aim is to create the development</p>
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group through the reindeer hunting guides and that process has been started.

**Sweden**

In Sweden it was decided to work with the already existing business network such as Swedish Lapland Hunting Network and Västerbotten Jakt- och Fiskegille. Another representative within the group is ICEHOTEL Adventure and a Samí (indigenous people) entrepreneur named Laponia Sami Safari.

The work so far has turned out well and information about the project has been communicated by e-mail and personal meetings to the SMEs. The first official development group meeting will be held in January 2009.

Report from the development group meetings.

**Finland**

No development group meeting until 30.9.2008, part of the group members in Middle, East and North of Finland have each worked together in their own areas. The first meeting of the whole development group is agreed to have in January 2009.

**Island**

No meetings have been held yet.

**Sweden**

No meetings have been held so far but the first one is planned in January 2009.

Progress report regarding development plan for the group activities (will be done jointly with participating SMEs)

**Finland**

The process has been started and there are already a lot of ideas and plans in both Middle and East - Finland, Now the aim is to start to collect them together during the autumn 2008 and they will be use them as a basis for the Finnish development plan.

**Island**

Due to the lack of success mentioned above, the development plan has not been created yet.

**Sweden**



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In northern Sweden the work has been started. A first draft will be presented during the first development group meeting. The activities will also be coordinated with a new EU-funded (Objective 1) hunting and fishing -project called "Nästa Steg"

As the local facilitators for the development group has been named the following people:

**Finland:** Markus Muuttola at HAO

**Island:** ITRC, contact Eyrún Jenný Bjarnadóttir

**Sweden :** Håkan Gyllbring at Rural Business Development

**Activity report no 2**

The Developments groups in Finland, Island and Sweden is now established and the results and material that is produced in the project has been delivered for WP4.1 for comments and input from practical side of the project's objectives. The developments plans are not finalised yet in all countries, but the sub-group feels that the new products produced in the dev. groups will make it easier to find the direction for the joint development plans, since the concrete business is the ultimate tool for transnational cooperation and new products will help to pinpoint new markets and develop the partnerships within the project.

**Sweden**

Report from the development group meetings.

During the reporting period one meeting was held in Sweden, Jukkasjärvi 3 Feb-2009. One of the most important questions was how to involve more companies in the project and keep a good level of enthusiasm of the project work. The meeting decided to continue with e-mail information as well as include better the project in the everyday work with hunting tourism development in Norrbotten and Västerbotten County.

Other meetings and information

During the reporting period 2 informational meetings were held. One on School of Outdoor at Gymnasiebyn in Luleå and another in Arvidsjaure in Swedish Lapland in cooperation with the new hunting and fishing project "Nästa Steg". Information regarding the project as well as the



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outcomes has been communicated during those meetings.

Progress report regarding development plan for the group activities (will be done jointly with participating SMEs)

During the development group meeting in Jukkasjärvi it was decided that the Swedish development plan should focus on quality and the common goal is to find tools for some kind of a Swedish quality model for hunting guides and outfitters. Mats Andersson participated in a national meeting in Stockholm regarding quality questions for nature based tourism. The Swedish development plan will be communicated during next progress report.

In Sweden the dev. group work will be in close co-operation with regional hunting and fishing project called "Nästa Steg" The aims for that project is to work with product packaging, marketing and economical potential. The same operators/entrepreneurs will participate in both projects and a lot of work will touch each other.

**Island**

After sending out the first press release of the project, a few entrepreneurs in hunting tourism contacted the Icelandic team and were interested in participating in the project. These were mostly located in East Iceland and North East Iceland.

The team decided to invite these entrepreneurs to join the development group and the first meeting was held in Egilsstaðir East Iceland January 28<sup>th</sup> 2009. 11 entrepreneurs from 8 companies came to the first meeting including the Reindeer Guides Association. In this first meeting the Icelandic team presented the project properly, focused on the entrepreneurs' benefits gained by participating in the project and presented some key partners of international network, which the team believed to be appealing to the group. The team also encouraged discussions within the group about opinions of sustainability and hunting tourism that would benefit them and the project. In addition a representative of The Development Centre of East Iceland gave a short presentation about cooperation in competition which was a great input for the group. The first meeting was very fruitful although some of the entrepreneurs weren't sure of their benefits of



cooperating with other entrepreneurs in the same field since they were in a competition about the customers. One entrepreneur decided not to participate in the group as he did not think that cooperation with others would benefit his business.

After the first meeting the dev. group gave valuable feedback via email of the sales organisation survey (wp 3.1). The results are expected to give the SME group very important information and therefore it was also important to get their involvement to the survey design was essential.

Most of the entrepreneurs participated to the dev. group meeting had been involved with reindeer hunting in one way or another. It was evident that many of them were very interested to utilize the reindeers more as a resource. After the first dev. group meeting, the dev. group and other SMEs have been holding more meetings on this matter involving The Development Centre of East Iceland and other stakeholders of reindeer hunting. Based on these meetings a new SME organisation has been formed focusing on utilizing the Icelandic reindeers in East Iceland. This group will work parallel to the dev. group and gives an example of positive activities sprung from the NPPHunt project.

**Finland**

The SMEs and target groups has been approached by news letters (e-mailing list) and via the hunting companies networks in northwest, east and north Finland, project press releases, www-pages and by contacting them via telephone, personal e-mails, meeting the SME´s etc.

First Development group meeting was held 19.3.2009 in Tuusniemi (Northern Savo), East Finland. Also a meeting was planned between SMEs and Villi Pohjola/ Metsähallitus (state-owned enterprise) 25.3.2009, Helsinki (before reference group meeting) in order to discuss the co-operation between the parties, however this was delayed to May 2009.

The dev. group has created a list of concrete activities they aim to focus on within the group.

In addition the dev. group has provided contacts



of hunting tourism agencies and sellers for the WP3.1 and information on the economical potential in WP3.3

The facilitator of the group has also collected together the information of companies hunting products and information about amount of foreign hunters in Finland 2000-2008 to support the dev. group work. In addition Finnish hunting tourism Development plan is in progress ( inclusive 5 level to development) as well as the criteria for Finnish hunting tourism in progress

**Canada**

A hunting and fishing tourism handbook has been produced based on the Summit held in April 2008, which will give important guidelines for the upcoming quality work in the development groups as well as for the project in general. The handbook will also give necessary input as part of the training material in WP5. The handbook has been submitted as annex 3 of the second interim report.

**Activity report 3**

Development ideas regarding the business environment have been gathered from the entrepreneurs and distributed via communication tools and reference groups. The SMEs have had a chance to comment results of both WP2 and WP3.1. They have provided significantly information for WP 3.3. Selected SMEs have also evaluated project progress and several entrepreneurs have given feedback on project results so far. Work with the SMEs regarding the WP2 cases has begun and the multimedia presentations are under editing.

The work regarding packaging and common Nordic criteria has speed up during the reporting period. The partner group has agreed to use the following definition taken from the European Charter on Hunting and Biodiversity from 2007, prepared by Scott Brainerd, Wildlife Biologist. Sustainable hunting is defined as: *“The use of wild game species and their habitats in a way and at a rate that does not lead to the long-term decline of biodiversity or hinder its restoration. Such use maintains the potential of biodiversity to meet the needs and aspirations of present and future generations, as well as maintaining hunting itself as an accepted social, economic and cultural*



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*activity [...]. When hunting is conducted in such a sustainable manner, it can positively contribute to the conservation of wild populations and their habitats and also benefit society”.*

**Finland:**

During the reporting period, the development group members participated to WP3.1. by providing contact of hunting tourism agencies and sellers for the survey. They also commented the questionnaire sent out to the sales organisations.

For the group’s work also information of companies hunting products was collected together as well as information about amount of foreign hunters in Finland 2000-2008. Development groups also provided information for the Finlias WP3.3. survey.

The Finnish hunting tourism Development plan is still in progress (inclusive 5 level to development)as well as the criteria for Finnish hunting tourism. In addition there has established co-operation relationships and developed joint activities between the sme’s in the project.

The 2nd development group meeting was held 22.5.2009 in Oulu (in hunting, fishing and hiking exhibitions) In connection to this meeting a discussion forum between sme’s and Villi Pohjola/ Metsähallitus (state-owned enterprises) was conducted concerning hunting license policy and possibilities for co-operation. Part of the development group met also in in Jyväskylä hunting, fishing and nature exhibition 5.6.2009.

In addition the project manager have gave introductions and disseminated information about Finnish hunting tourism, Finnish hunting tourism companies and products. He also took part in Islandic development group meeting 14.4.2009

Between the activities listed above a lot of e-mail correspondents, phone meetings and regular office work has been going on.

**Iceland:**

The group held a meeting on the 14<sup>th</sup> of April 2009. The idea was to hold a meeting at the same time as the national partner meeting was held in



Iceland so that the Icelandic development group could have the opportunity to meet the national partners. The WP lead partner in Sweden and one partner from Finland were able to come to the meeting to talk about the development groups in their countries and discuss current hunting tourism issues with the group. The group has been involved in the project's activities. Amongst other things, one member of the development group participated in the project's first international seminar in Umeå in September 2009.

**Sweden:**

The cooperation with the project "Next Step" have intensified during the reporting period. One meeting was held in Arvidsjaur in April 2009, where the participants was informed and involved about and in the North Hunt project. The biggest development needs raised from the meeting were packaging new products and marketing.

Our business network, Swedish Lapland Hunting Network held an annual meeting in April and beside the ordinary agenda the question about how the entrepreneurs can be more involved in North Hunt was raised. Transnational networking and cooperation is key questions for the operators in Swedish Lapland. We have encouraged the companies in Swedish Lapland to use the intranet on the North Hunt webpage also as a discussion forum.

During the reporting period a partner meeting was held in Island where the project manager participated to dev. group meeting and exchanged experiences regarding to our project work.

A method for packaging products in a responsible and sustainable way have previously introduced in the reports. Two products from Sweden have been produced. Our common idea is that each partner land will produce and package one or two products that represent their country and all together will contribute to a transnational hunting experience such as a "Nordic Grand Slam". We have been waiting for the results of the survey on sales organisations, which also have slowed down the work regarding packaging.

Two days before the hunting seminar in Umeå, two representatives from Iceland were invited up to Swedish Lapland. The purpose of the visit was



to meet and exchange experience between Icelandic operators and Swedish Lapland Hunting Network. Entrepreneur Seavar Gudjonsson together with Elvar Arni Lund from the Icelandic Hunting and Shooting organisation were also invited to participate in a traditional northern Swedish moose hunt which was very much appreciated among the local hunters as well as from the Icelandic team. "Next Step" project was involved in the arrangement. Some of the dev group members also took part to project's first seminar in Sweden

Between the activities listed above a lot of e-mail correspondents, phone meetings and regular office work has been going on.

**Activity report 4**

**Iceland:**

The Icelandic development group has become more active on the forth reporting period. The development group has found a common ground for cooperation in exploring marketing potential of Icelandic hunting tourism abroad, but marketing has been one of the biggest challenges for hunting tourism entrepreneurs in Iceland. In January 2010, at the group's initiative, one member of the development group visited Danish travel agencies that specialise in selling hunting tourism. Travel agencies in Scotland that specialise in hunting tourism have also been explored by the group. The group has discussed the outcomes of this trip and exploring packaging of hunting tourism products to offer potential buyers, keeping results from WP 3.1 in mind. The third development group meeting was held in March 2010. The meeting focused on the criteria work. The development plan has been updated and product development has been initiated. The next meeting will be held in April 2010 joint with the reference group.

**Sweden:**

During the period in question very little practical development work has been done in North Hunt project. All the focus and work has been on the development of North Hunt criteria.

The criteria were also a major theme on the Swedish reference group meeting in March. The same criteria document was also a subject on the project meeting in Copenhagen and it will be



developed further as part of Wp4.1. work.

The SMEs have been informed about the project and it's progress and they have contributed to criteria work.

**Finland:**

During the period in question activities in Finland have very much focused on North Hunt criteria work, sales organisation survey work and SME's co-operation development . Therefore it was decided to arrange hunting companies meeting and project stand in Riihimäki international hunting and fishing fairs in June 2010. Arrangements of the fairs and meeting has took quite lot of working time in winter- spring 2010.

The criteria work has been implemented with closely connection with Sweden and Iceland. Criteria was also a subject on the project meetings in Sweden September 2009 and in Copenhagen March 2010.



Development group members have joined in refrence group working. 3th reference group meeting were held in Oulu 11.11.2009 and one of the subjects were sales organisation survey results.

Finnish dev.group decided together with ref.group and project workers to make more targeted sales organisation survey specialising to the Finnish products. It was made during reporting period jointly by HAO and Ruralia. Results will be presented in hunting companies meeting in Riihimäki in June 2010.



Project presentation and Finnish hunting tourism scene presentation were held to 10 person visitor group from Lithuania 18.11.2009 in HAO.

2 members of the dev. group were interviewed in SME's video cases in October 2009. Journalist of Finnish hunting and fishing magazine Erä-Lehti made a story series of Finnish hunting companies and guides, project gives contacts. Story series will be published during autumn 2010.

Project gave a lot of info about northern hunting tourism for several international hunting agencies during report period in order to get fee back and enhance the product development.

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<p>Task 2:</p> <p><b>January-June 2008:</b> The reference groups will be established in each country. The reference groups will consist of members of interest groups related to the sector. The common guidelines for the reference group work will be made and they will start the working process related to the criteria of sustainable hunting tourism. The groups are facilitated by the project partners in each country, who operate as secretaries for the reference groups. First reference group meeting will be held in late spring 2008, where the groups will be organised for the future work.</p> <p><b>July-December 2008:</b> The reference groups will continue working process related to the criteria of sustainable hunting tourism. The existing work related to the topic in different countries is collected together and the relevance of it as basis for the joint work will be evaluated. The groups are facilitated by the project partners in each country. Second meeting, related to the social sustainability will be held.</p> <p>Task2</p> <p><b>January-June 2009:</b> The reference groups continue working process related to the criteria of sustainable hunting tourism. The ideas related to the criteria of sustainable hunting tourism are circulated to and commented by the reference groups as well as in the SME development groups (WP4.1) from other countries. Video meetings can</p>	<p>Lots of companies join in Finland biggest tourism fairs in Helsinki 21-24.1.2010 by regional fair apartments. Project manager visit the fairs and meet companies there, from the fairs project got 4 new SME members joining to NPPHunt project.</p> <p>3th development group meeting were held 16.2.2010 in Kuopio. In the meeting it was discussed about companies meeting and fairs in Riihimäki, Saalis-project working plan, sales organisation survey results, criteria work etc.</p> <p>Project has make a co-operation with several regional projects like Saalis-project in East Finland, Metsäpeuranmaa-project in middle and west Finland, Keskipistealue-project in Northern Ostrobothnia, Innometsä-project and Ympäristöagro-poject.</p> <p>Task 2:</p> <p><b><u>Activity report 1</u></b></p> <p>The reference group members have been contacted several times starting from the summer 2008 in most of the partner countries. The member lists were updated and information of the project was sent to the potential members during autumn 2008. Leader of the task formulated an invitation letter for reference groups, which was used in all countries after translations and country specific modifications.</p> <p>In Finland the first reference group meeting was held 11<sup>th</sup> of Sep. 2008. The invitations were sent via mail and the participation of the Sami parliament confirmed so that the indigenous people will have representation in the Finnish reference group. Members of almost 20 stakeholder organizations were confirmed for the reference group work. To enhance the discussion in the first meeting few pre-questions were used in order to get the “official opinion” from the interest groups. The first meeting was carefully documented and a summary of the meeting translated and sent to all partners for joint learning. The reference group held a strong interest in the social sustainability of hunting and had an active discussion on the frame conditions for development. The partnership agreed that the reference group discussion questions used in the Finnish first meeting would be used in all</p>
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<p>be held, if necessary. The groups are facilitated by the project partners in each country. Third meeting will be held.</p> <p><b>July-December 2009:</b>Based on the feed back from reference groups and SME development groups from different countries, the group facilitators will create the first working paper of the criteria as transnational team. The draft will be presented to the national reference groups and discussed and improved in their meetings. The groups are facilitated by the project partners in each country. Fourth and fifth meeting will be held.</p> <p><b>January-June 2010:</b> The reference groups finalise the working process related to the criteria of sustainable hunting tourism. The next version of the criteria will be made according to the contribution from the interest groups and SME development groups. The groups are facilitated by the project partners in each country. Sixth meeting will be held.</p> <p><b>July-December 2010:</b> The criteria will be finalised and presented in the end-conference of the project. The reference group will take part to the organisation of the international seminar.</p>	<p>countries to facilitate some cross-country summary of the framework for common criteria.</p> <p>All countries will organize their reference groups by winter and have potentially also the first meeting before Christmas 2008. In Sweden the first meeting will be held in Nov 2008. In Iceland it was not possible to put the first reference group together before end of Sep due to the busy hunting season. However, the first meeting will be held as soon as possible.</p> <p>The second meetings of the groups will be held in spring 2009. In Scotland the first reference group meeting will be held simultaneously with the reference group of FP7 project Hunting sustainability.</p> <p>The reference groups have already started dispensing information regarding the project and the issue in their organizations i.e. customer magazines etc. They have also actively contacted the project members to discuss the issues so the raising awareness –component has taken off even surprisingly well.</p> <p><b><u>Activity report no 2</u></b></p> <p><b>Sweden:</b>  Two meetings during the period Oct-March: November 20 in Skellefteå, and March 20 in Piteå. Summaries of both meetings have been translated to English and distributed in the project. At the first meeting there were in total 10, and at the second, 9 participants. In total, there are 16 organizations (apart from the project partners) who have accepted to take part in the group, but not all have yet come to a meeting. The organizations include entrepreneur networks, landowners and their organizations, regional organizations of the hunters association, county administrations, reindeer herders organization etc. At the first meeting all participants presented the role of their organizations toward hunting tourism. Also the definition of sustainable hunting tourism was discussed and how to promote it. At the second meeting, the main topic was certification and authorization of entrepreneurs. Also, to give a transnational outlook, it was presented and discussed what happens at Finnish and Icelandic reference groups.</p>
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**Iceland:**

One meeting was held during the second reporting period: February 26<sup>th</sup> in Akureyri. Summary of the meeting has been translated to English and distributed. 7 participants out of 11 who were invited to the meeting participated (apart from project partners). The participants represent landowners and their organisations, hunters association, reindeer guides association, external consultant business, local tourism marketing agencies, state environmental organisation body etc. During the first meeting the Icelandic partners presented the project and the tasks at hand. Before the meeting the group was sent two questions that were up for discussion at the meeting: a) what does sustainable hunting tourism include in your opinion? b) What do we need to consider in developing sustainable hunting tourism in Iceland? Discussions were very lively. Summaries from the Swedish and Finnish reference group meetings were also presented and discussed. Next meeting will be held in May 2009 and the theme will be social sustainability.

**Finland**

During the reporting period the second ref. group meeting was held at 25<sup>th</sup> of March 2009. The topic of the meeting was to discuss on the project's results so far concerning the permit hunter survey (WP3.3). Also to increase the transnational exchange of experiences the Icelandic hunting tourism was presented by UST via video connections. The minutes of the meeting has been written in Finnish and downloaded to the project's national webpages and the English summary is in process.

**Scotland**

The Scottish reference group formation is still in process due to the delays in the agreement process of the FP7-project. The aim is to join the reference groups of these two projects.

The work with the reference groups is proceeding well and the participants have generally welcomed the opportunity to meet and discuss matters of hunting tourism in their own country and on a transnational level as well. Presenting results from other reference groups has proved to be a very



good idea and given the opportunity to put national matters of hunting tourism to a wider perspective. The partners of the WP4.2 subgroup have had good communication via emails and there is a general consensus about the communication arrangement e.g. by sending meeting summaries and discussing other ideas about the meeting arrangements. The meeting summaries are collected on the project's intranet.

**Activity report 3**

**Finland:**

During this reporting period, no reference group meetings were held in Finland, but the next one is scheduled on 11<sup>th</sup> of Nov 2009. The reference group members have, however been regularly communicated regarding the progress of the project and the results of the project brought to their knowledge. Lead partner (Ruralia) participated virtually to the reference group meeting of Swedish ref. group in June 2009 having a short presentation about the challenges of hunting tourism in Finland. In addition HAO took part to the ref.- group meeting of Iceland in April 2009 presenting the Finnish hunting tourism sector.

Reference group members were invited to join the seminar in Sweden and a policy maker also participated while several entrepreneurs and other participants asked for the presentations. A summary of the March meeting was sent to all members and also comments have been received. The reference group members have been active, interested and committed to the reference group and have expressed this by calling and e-mailing to discuss the project as well as publicly promoting that they are members of the reference group in both public media and their organizations. Reference group work was the topic of a press article published in Spring 2009.

**Iceland:**

One meeting was held during the third reporting period: May 18<sup>th</sup> in Akureyri. Summary of the meeting has been translated to English and distributed. The summary has also been uploaded on the project's website. During the meeting the reference group discussed sustainability, social sustainability in particular. The Icelandic partners



presented preliminary results of the social sustainability study from WP2 and the group was given the opportunity to comment on the results. Discussions were very lively. Summaries from the Swedish and Finnish reference group meetings were also presented and discussed. The Icelandic partners also presented two upcoming events: An international conference in Vaasa in August 2009 and the project's first seminar in Umeå in September 2009. The group was very interested in both events and it was decided to check whether it would be possible to have any Icelandic representatives of the interest groups to participate in these events. It was possible to include Icelandic representatives. One member of the reference group (representing landowners) was able to participate in the conference in Vaasa and another one (representing hunters) was able to participate in the seminar in Umeå. Both of these members of the reference group welcomed the opportunity to meet with the project partners and establish contacts with people involved in hunting tourism in other countries. Next meeting will be held before the end of the year 2009.

**Scotland:**

The first reference group meeting (joint with FP/ Hunt project) was held 3<sup>rd</sup> of July. The minutes of the meeting were written and distributed to the partners and the project web page.

**Sweden:**

The Swedish reference group met on June 8 over a video-conference with most participants in Umeå and Luleå, and one connected on telephone. There were twelve participants including the project personal. The project's coordinator Anne Matilainen also participated, over video connection from Seinäjoki, Finland, and gave a presentation about the Finnish reference group work. A discussion from meeting 2, about certification and authorization of hunting tourism entrepreneurs, was continued. The first results from the WP2 study on social acceptance for hunting tourism were presented. There was information about a project to establish Swedish national committee for training and education in nature-based tourism, including hunting and fishing tourism.



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**Activity report 4**


**In general:**

The research results, produced in the project, have already been presented in most of the reference groups. The opportunity for different interest groups to meet and discuss hunting and hunting tourism both on a national level and international level has been welcomed in all countries. These discussions will continue in all countries.

According to the activity plan, the groups will start the working process related to the criteria of sustainable hunting tourism. The criteria are amongst the project outputs. The criteria have sustainability as the core value and starting point and will provide a tool for existing hunting tourism networks to develop their activities and it can be used as a first step towards quality standards for the networks. The development groups in Finland, Sweden and Iceland have already begun developing the criteria of sustainable hunting tourism based on research results that have already been produced and earlier experience. Transnational cooperation will also be done as the domestic groups continually comment on each others' criteria work and drafts are exchanged regularly. The reference groups will be consulted for comments from their organizations.



**Iceland:**

The third meeting was held in Akureyri in March 2010 and the Lead partner from Ruralia participated in the meeting. Generally, the meeting agendas have followed the progress of the project closely but hunting and hunting tourism issues on national and international levels have been a part of the discussion. People have been very interested in discussing hunting and hunting tourism, but there has been a problem with finding suitable dates for having the meetings. The fourth meeting will be held in the end of April. Both the development group and reference group have expressed interest to meet together and therefore the plan that the fourth meeting will be a joint one with both groups. Work for criteria for sustainable hunting tourism and the multimedia cases will, amongst other things, be on the agenda.

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	<p><b>Finland</b></p> <p>During this reporting period 1 reference group meeting was held (11<sup>th</sup> of Nov 2009). The meeting focused on the results from the Wp3.1 survey and WP2 results. Also preliminary results related to WP3.3. were presented.</p> <p>The reference group has been informed on the progress and the results of the project on regular basis. Lead partner (Ruralia) participated virtually to the reference group meeting of Iceland in March 2010 having a short presentation about the challenges of hunting tourism in Finland.</p> <p><b>Scotland:</b></p> <p>The reference group met in March 2010 to discuss FP7Hunt issues and were updated on NPPHunt. The reference group have been actively involved in developing WP3.3 through email.</p> <p><b>Sweden:</b></p> <p>4th ref group meeting in Sweden March 22 was held as video conference between Umeå, Luleå and Jokkmok focusing on demonstration and discussion of case study videos; discussion of the reference group work, and of criteria for defining sustainable hunting tourism. The FP7 project HUNTING for sustainability participated on NPPHunt reference group meeting in Sweden March 22, proposing the joint reference group in the future .</p>
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<p><b>Results to date from WP 4</b></p> <p><i>task 1:</i></p> <p>In Island, Sweden and Finland development groups are now in full action. In Scotland the gathering of the groups is under development. The development/activity plans made together with SMEs are either drafted or under development. The SMEs are aware of the project and it's activities and the development group SMEs have been "selected". The work of producing new North Hunt products has began.</p> <p>Outputs to date:</p> <ul style="list-style-type: none"> <li>• One reference product has been produced. This reference product will help the development groups to speed up their work regarding new products based on sustainability and responsibility.</li> <li>• Several physical, phone, video and e-mail meetings has been held.</li> <li>• Fishing and Hunting Tourism handbook (Footsteps to success), e-publication</li> <li>• Two products from Sweden have been produced based on the North Hunt idea of responsible and sustainable packaging .More new products will be produced as a result of the survey on the</li> </ul>
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<p>sales organisations.</p> <ul style="list-style-type: none"> <li>• draft of the criteria for sustainable hunting tourism created by SMEs</li> </ul> <p><i>task 2:</i></p> <p>The reference groups have been formed in all countries, they are aware of the project, it's aims and activities. In FIN, SWE and ICE the work has already also started. In Scotland the first meeting will be 3<sup>rd</sup> of June.</p> <p>The outputs to date:</p> <ul style="list-style-type: none"> <li>• 3 reference group meetings in Finland, minutes and summary of the meetings disseminated to the relevant actors</li> <li>• 4 reference group meetings in Sweden, minutes and summary of the meetings disseminated to the relevant actors</li> <li>• 3 reference group meetings in Iceland, minutes and summary of the meeting disseminated to the relevant actors</li> <li>• 2 reference group meeting in Scotland, minutes and summary of the meeting disseminated to the relevant actors</li> <li>• Reference group summaries on web-pages.</li> <li>• one model to enhance the reference group work</li> <li>• 4 reference groups established (FIN, SWE, ICE, Scotland)</li> </ul>
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<b>2.1.5 Description of project WP 5</b>	
<b>Title:</b>	<b>Training material and developing the start up companies</b>
<b>Strategic Focus:</b>	The information related to hunting tourism is very scattered at the moment. The NPPHunt project cumulates a lot of material and knowledge, which can be utilised by producing and developing demand driven education and training material for this developing sector. This information is especially significant to start up companies. To be able to develop their activities further they need information on the basics of hunting tourism as well as opportunities to benchmark different kind of models and solutions to focus their own business idea or activities. The aim is to enhance these companies by providing to them wide range of information and training possibilities as well as network them with the advanced companies in order to lower the threshold and the risk for start up companies. This WP contributes especially to the project's sub-objectives 1, 2, 3 and 4.
<b>Responsible partner:</b>	HAO (leader), UST (co-leader)
<b>Involved partners:</b>	contributing: HAO, UST, HUSH, SLU
<b>Expected outcome:</b>	Promote the start up companies by providing them tailored training material based on the results of the preparatory project (Development of sustainable hunting tourism in Northern Europe) and results of the project. Lower threshold

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<p>(Summary of the planned effect of the work package)</p>	<p>and risk of start up companies, when starting hunting tourism operations than before the project and improved networks between developed and start up companies. The WP will also contribute to creating more co-operation between SMEs and training organisations in the sector and between developed and start up SMEs. In long there will be run more business orientated training possibilities to the sector, new hunting tourism companies and improved knowledge base of the entrepreneurs in hunting tourism sector.</p> <p>Expected Outputs</p> <ul style="list-style-type: none"> <li>• Wide training material package of hunting tourism inc. best practices in national languages of the partners available in Internet.</li> <li>• Pilot courses via internet and/or face-to-face teaching, which will remain in operation in participating training organisations.</li> <li>• Snew networks between developed hunting tourism SMEs and start up companies.</li> </ul>
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**Activity description of WP 5**

<p>The activities of WP 5 are scheduled between Jul 2009-Dec 2010. The activities are presented in 6 months periods.</p> <p><b>July-December 2009:</b> Clarifying the main problems for start up companies in each country via working in other WPs. Collecting this information together with the best practices from the development groups working. Preliminary marketing for the start up companies.</p> <p><b>January 2010-June 2010:</b> Transforming the material to the training material will start at the same time the information collection in co-operation with the partnership continues. Finalising the formulation of the training materials by the partnership and material databank in Internet, mainly done by the external experts. Translating the training material to the national languages to enable the participation to the courses and utilisation of the material regardless the language skills of the entrepreneurs. Designing the pilot courses begins and the relevant training methods for the target group of SMEs will be mapped out. Training processes will be planned for different types of blended learning combining both face-to-face and distance learning with the help of different types of materials based on the results of the project (e.g. internet materials, articles, books, CDs, e-learning platforms, assignments, etc). Tutoring, guidance and support of the course participants</p>	<p><b><u>Activity report no 1</u></b></p> <p>The WP implementation was discussed in the first partner meeting in Kuopio. Some decisions were made concerning the implementation, that need to be taken into consideration in other WPs.</p> <ul style="list-style-type: none"> <li>• the national training material will be hosted in the virtual training platforms of the responsible organisations. They will be linked in the project web site, but not updated there. This will safeguard the usefulness of the training material after the project's lifespan. Nevertheless, the material will be public and also available for other training organisations than the project partners.</li> <li>• This WP' activities will be closely connected to the WP4, task 1 in order to best facilitate the interaction between developed and less developed companies.</li> </ul> <p><b><u>Activity report no 2</u></b></p> <p>The form of the training material has been discussed and the training needs of SMEs evaluated. The hunting tourism handbook based on the Canadian Summit in April 2008 has been finalised and it will be used as a part of training material.</p> <p><b><u>Activity report no 3</u></b></p> <p>The technical solutions related to the training</p>
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will be planned and included to the pilot processes. Marketing the pilot courses will be done in full scale and co-operation with relevant organisations for disseminating the pilots more widely will be established. Piloting process with the education organisations and revising the material according the results will start.

**July-December 2010:** Piloting of the courses will be finalised. The web-based training material package will be finalised according to the feedback from the participants of the pilot training. Disseminating the results of the training courses as part of WP1 and presenting the results in the international seminar. Enhancing the participation of the start-up companies to the seminar and promote their networking with the SME development groups.

material have been made also the format of presenting the project's results as training material has been decided. Each national author is responsible to create a ppt-presentation of the most interesting practical level results in English and in national languages, which will be forwarded to HAO for further modifications. The WP leaders are responsible for creating the material of transnational comparisons etc. In addition to material collected in the project, the material collected in other related projects or partners activities will be used in complementing the material.

The training material of WP2 regarding the social sustainability of hunting tourism has been jointly planned and documented. Some countries have already done the video cases of the sustainable entrepreneurs in the field while the rest will finish in 2009.

**Activity report no 4**

Transforming the material to the training material has been started by the information collection in co-operation with the partnership continues. Training material databank ready in North Hunt webpage. Translating the training material to the national languages and data banks for national language material is decided to take care in every country by one project partner.


Designing the pilot courses has started and also 2 pilot course has been held in Finland. Criteria work of wp 4.1 is big part of training process. Lots of training material is shared by different types of blended learning combining both face-to-face and distance learning with the help of different types of materials based on the results of the project.

**Results to date from WP 5**

No results yet from this WP.

The outputs to date

- Fishing and Hunting Tourism handbook (Footsteps to success) as part of WP4.1, e-publication
- The structure of the training material in the project's web pages and national "back up" pages
- Started to upload documents to training material pages: Sales organisation survey results and criteria work
- 2 pilots testing the material of wp 3.1 Sales organisation survey results and wp2 Social



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<p>sustainability in Finland 2.2 and 16.2</p> <ul style="list-style-type: none"> <li>Criteria work online on web pages, e-mail discussions and SME's meetings in Finland, Sweden, Iceland</li> </ul>
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## 2.2 Change of activities

Please report accumulatively any approved activity change(s) in comparison to approved application. (Note that any activity change(s) need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)

Change(s) made/ by WP/ Date of approval	Justification of change(s) made and impact on project implementation
<p>No major changes for the implementation have been planned yet. However, the implementation of the project is a little delayed in some WPs (approx 6 months) due to the delays in the formal acceptance of the conditions given for the project by PMC and also in finalising project contracts.</p> <p>As minor changes, discussed in advance with JPS:</p> <ul style="list-style-type: none"> <li>the project's second international seminar will concentrate in addition to monitoring models to "The future on hunting in Northern Europe"</li> </ul>	<p>Due to the uncertainty of the final approval of the project, all the activities were not fully started during the spring 2008 as originally planned. The partnership, nevertheless, feels confident that the delays do not effect at the end to the final implementation of the project and therefore no actual need for changes of the activities has been seen necessary nor applied from NPP 2007-2013 yet.</p>
<ul style="list-style-type: none"> <li>The projects abbreviation will be changes in the marketing material to North Hunt</li> </ul>	<p>This topic would most likely better serve the needs of SMEs, be more practically orientated and would also raise a lot more discussion on the topic, and interest and coverage in the media. In Scotland there has been recent discussion about the development of less intensive hunting practises and reorientation of hunting towards the "northern hunting tourism model", since the traditional hunting tourism in Scotland is under serious critique from different interest groups. Also the seminar with this topic could gain some extra funding from the FP7 project. This would guarantee better visibility to the seminar. The monitoring model –theme will form a component of the seminar agenda, but the general approach is wider.</p>
<ul style="list-style-type: none"> <li>The sudden death of Scotland's country co-ordinator had an effect to the</li> </ul>	<p>North Hunt is much more illustrating than NPPHunt to the target groups and interest groups of the project.</p> <p>JPS have been informed about the situation and will be informed of any changes that might occur.</p>



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<p>implementation of the project especially in Scotland and to the division of labour between the partners. The implementation of the project in Scotland is behind of other countries and all the expected co-operation with other MA activities will not take place as planned.</p> <ul style="list-style-type: none"> <li>The project requested a permit to have an extra SC meeting in Copenhagen</li> </ul>	<p>The tasks have been redesigned by the new project co-ordinator, Scott Newey, so that they will still meet the objectives of the project</p> <p>The request has been submitted to JPS, which accepted it. The extra SC meeting was held on 23<sup>rd</sup>-24<sup>th</sup> of March 2010</p>
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### SECTION 3: INDICATORS

<b>3.1 General indicators</b>			
All projects should report accumulatively on <b>general indicators achieved so far</b> on the basis of your approved application. Please indicate if the project deals with:			
Water management		Improving transport links across national borders	
Improving accessibility		Improving waste management services	
Developing RTD and innovation networks	x	Actions between rescue services	
Risk prevention	x	Reducing climate change	
Promoting female entrepreneurship		Furthering adaptation to the effects of climate change	

<b>Please indicate if the project involves:</b>			
Universities / higher education institutions	x	Technology institutes and SMEs	x

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<b>Equal opportunities: participants in project (partnership)</b> NOTE: In the application there was asked to estimate participants to the project. Therefore, here reported participants to the <b>project in general</b> and in parenthesis the participants in project <b>partnership including the national associating partners</b>			<b>No</b>
No. of male < 25 years old	0 (0)	No. of female < 25 years old	1 (1)
No. of male > 25 years old	158 (15)	No of female > 25 years old	33 (9)



<b>Involvement of Small &amp; Medium Sized Enterprises (SMEs)</b>		<b>No</b>
No. of SMEs involved as partners		1
No. of SMEs involved as associated partners		3

**3.2 Priority Specific Indicators**

**All projects should report accumulatively on priority specific indicators achieved so far on the basis of your approved application:**

<b>Priority 1 activity indicators</b>		<b>No</b>
No. of SMEs involved in development of new products and services: <i>NOTE: includes development group members and SME network representatives. In addition to actual development group members SME network representatives in development groups represent together approx 35 entrepreneurs</i>		26
No. of R&D partners involved in industrial collaborations		-
No. of new technology transfer models developed suitable for rural areas		-
No. of patent applications		-
No. of new e-services developed		-
No. of businesses modernised through ICT		-
No. of improvements in maritime safety/risk prevention		-
<b>Priority 1 output indicators</b>		<b>No</b>
No. of transnational networks supporting new products and services		3
No. of transnational networks involving local, regional and national actors to inform policy development		3
No. of triple helix partnerships		3
<b>Priority 1 result indicators</b>		<b>No</b>
No. of transboundary products (refers to added value section)		0
No. of transboundary services (refers to added value section)		-
No. of new or improved solutions/systems to promote innovation & competitiveness in remote and peripheral areas		1
<ul style="list-style-type: none"> <li>forum</li> </ul>		
No. of new or improved transportation schemes / services developed		-
No. of new or improved ICT services / ICT solutions developed		1
<ul style="list-style-type: none"> <li>discussion forum for hunting tourism enterprises</li> </ul>		


<b>Priority 2 activity indicators</b>		<b>No</b>
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No. of SMEs involved in development of new products and services	-
No. of R& D partners involved in industrial collaborations	-
No. of risk prevention measures	-
No. of actors adopting “green” products or services	-
No. of businesses with improved sustainable development practises	-
No. of solutions focusing on small scale renewable energy or energy efficiency	-
No. of new rural services developed through urban-rural links	-
<b>Priority 2 output indicators</b>	<b>No</b>
No. of transnational networks supporting new products and services	-
No. of transnational networks involving local, regional and national actors to inform policy development	-
No. of triple helix partnerships	-
No. of urban-rural links	-
<b>Priority 2 result indicators</b>	<b>No</b>
No. of transboundary products (refers to added value section)	-
No. of transboundary services (refers to added value section)	-
No. of new or improved solutions for sustainable management of natural or community resources	-
No. of new or improved solutions for sustainable management of cultural heritage	-

<b>3.3 Additional project indicators</b>	<b>No</b>
Report on any additional indicators listed in your approved application and achieved so far:	
No. of new or improved solutions for sustainable management of natural or community resources	0
No. of businesses, start up businesses or individuals considering business activities with improved sustainable development practises and knowledge:	33
New or significantly improved jobs (4 new jobs, one new company)	5

<b>3.4 Change of indicators</b>	
Please report accumulatively any change(s) of indicators in comparison to approved application.	
Change(s) made	Justification of change(s) made and impact on project implementation

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### 3.5 Project outcomes

Please provide an overall description of project outcomes so far, by describing the **status of the product and or service development** and its implementation. Please **describe specific features** of your product or service which can demonstrate its innovativeness.

As a summary there are 3 different types of products and services, that will be developed to date:

#### A) Theoretical (based on the theoretical approach)

*“By combining innovation solutions, the project will create sustainable business models for hunting tourism in different institutional settings as well as develop tools (models and guidelines) for managing social, ecological and economical sustainability at the local and SME level.”:* The information gathering for these models is on-going in WP3.3 and WP4. Also the most feasible approach to create the needed sustainable business models has been discussed and ideas developed further. The data has been collected and reported. The Canadian handbook Footsteps to Success –has been finalised. Also the WP2 national reports and WP3.1 report have been finalised and published. The ppt-training material of these will be created during the next reporting period and the WP2 transnational report will be published in June.

*A material package for the internet, which will be transferred to training material and piloted in national languages of the participants:* The basic decisions for the maintaining the material package after the project’s lifespan has been made. Also the look and logo for the project, which can be used also in the training material has been designed. The format of the training material has been discussed and data collection for it is on-going. The results of WP2 and WP3.1 have been transferred into form of training material in some countries and the rest will do so during the next reporting period. The multimedia case studies have been partly finalised and translated and will be published during the next reporting period.

#### B) Ethical

*The criteria/common understanding for sustainable hunting tourism based in northern hunting culture. The aim is to create the common criteria/understanding for Northern areas:* The reference groups and SME development groups have been engaged to the criteria work and the first opinions on the framework for the developing the hunting tourism sector has been collected together from all countries and partly analysed. The criteria needs of SMEs have been mapped out and SME dev groups have been engaged to the process. The format of criteria has been discussed. In addition the existing criteria concerning hunting tourism sector in all partner countries have been analysed and common draft criteria has been created together with SMEs. It has been commented by the ref. groups and dev. groups and will be commented by the seminar audience from the project’s second international seminar (May 2010 Scotland).



C) Practical

*Marketing co-operation: in the development groups it will be developed common marketing plans and campaigns between different hunting tourism networks and SMEs in cross country co-operation. External funding will be used for the implementing the campaigns:* The SME development groups have been engaged to the activities and they have planned the activities further. When North Hunt products are developed, the joint marketing work will begin and as a first step a common marketing strategy will be developed based on the findings of the sales organisation survey (Wp3.1.) The findings have been presented to the partners and the most of the dev. group members. They have been further analysed in order to be used as a basis of marketing strategy. The Finnish and Swedish entrepreneurs will participate jointly to Riihimäki Sport's men fair in June 2010.

*New hunting tourism products based on sustainability. The aim is to create up to 3 new or improved innovative hunting tourism products per country as a result of the work of SME development groups based on exchanging experiences and new information generated in the project* The SME development groups have been engaged to the activities and the first products will be presented during the next progress report period. Also the sales organisation survey for providing needed marketing and customer information is on-going and will be finalised during the next reporting period. A reference product was created in Sweden to act as example for the other development groups. In addition two products have been created in Sweden based on our idea of responsible and sustainable package. More new products will be produced as a result of the survey on the sales organisations



*The project will contribute to the development of the operational environment of hunting tourism sector by producing objective information (internet material, publications, articles) as well as increasing the awareness of the interest groups and actors on the potential of hunting tourism (seminars, publications, articles, newsletters) and raising crucial issues to the public discussion (seminars, publications, articles).* : The communication activities have been started and are active, and the project has informed a several different interest groups of its activities and they have raised a lot of interest in the different media. The reference group meetings have been held in FIN, ICE and SWE according to plan and the representatives of different interest groups have disseminated the information on the project further. The reference group work has started also in Scotland. In addition the project has organised and/or taken part to several national level meetings regarding the hunting tourism operational environment and has been recognised as a central expert group related to the topic. For example the partners have been invited to the work group meetings related to organising hunting in future in Finland (providing information for legislation changes) and in the similar kind of groups in Sweden. The meetings are listed more in details in sections 8.1 and 8.2.

*The project will also increase the expertise of the actors related to the sector in different levels (pilot courses, internet material, seminars, reference groups, publications, articles).* : reference groups have been established, national meetings held and also the web-pages including a lot of material relating to the topic has been prepared and communication relating to project started. The project and its partners have been participated actively to the networks related to hunting, rural development, hunting tourism, wildlife use and developing northern periphery and brought out the hunting tourism related issues. The meetings are listed more in details in sections 8.1 and 8.2.

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### 3.6 Transnational impact

Please describe the transnational **impact** of product and services developed to this date.

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In developing all project's products and services the transnational impact is significant. The products and results are based on using the transnational information, comparisons and examples to be able to achieve adequate amount of information. Otherwise the results could not be achieved.

In some countries the sector is more developed (e.g. Scotland) than in others (e.g. Iceland) and the opportunity to co-operate transnationally between academic organisations, entrepreneurs and network of entrepreneurs and experts of hunting tourism markets is extremely valuable. The main value of the Scottish example to the other partners is that it allows the comparison to an already mature business sector with a well developed code of business practice and marketing. In some respects therefore Scotland is primarily an information provider to the other members of the project partnership. Interestingly, there is currently considerable debate within certain sectors in Scotland (eg. the governmental conservation agencies and nongovernmental organisations) about the overall value of the hunting sector and the possibility of making hunting more similar to the current Nordic model. As such, analysis of the economic and social sustainability of the Nordic hunting model and its possible transfer to the Scottish situation is of great contemporary policy interest in Scotland. These issues will be especially discussed in the project's second international seminar in Scotland May 2010.

A) Theoretical (based on theoretical approach)

*"Sustainable business models for hunting tourism in different institutional settings and tools (models and guidelines) for managing social, ecological and economical sustainability at the local and SME level."*: For the implementing the information gathering transnational sub-groups has been established. The members of the sub-groups have been selected so that the best knowledge for the implementation has been guaranteed. In WPs and tasks the approach has been planned in very tight transnational co-operation. E.g. in WP2, the Scottish and Finnish knowledge and experiences of the qualitative research has been used to complement the Swedish and Icelandic knowledge on the quantitative approach to the topic. In Wp3.1. the Canadian experience on the sales and marketing surveys has been used in formulating the questionnaires and Icelandic knowledge on online surveys targeted to hunting sector has been used in designing the implementation and data analysis. In addition the Swedish and Finnish company based approach and existing networks and development groups have been used in order to guarantee the relevance of the gained information. The similar types of practises have been used in all WPs/tasks aiming for information gathering.

*A material package for the internet, which will be transferred to training material and pilot courses (e-learning and face to face learning) in national languages of the participants:* due to the aim of national language versions of the material, it has been decided that the material will be administrated by national hosts in each country in addition to the project's web pages. The project's dissemination material has been translated mainly in national languages.

B) Ethical

*The criteria/common understanding for sustainable hunting tourism based in northern hunting culture. The aim is to create the common criteria for Northern areas:* The reference groups' biggest motivation for jointing the project has been interaction with similar groups from other countries. Therefore e.g. from all ref. group meetings, a short summary in English will be made in addition to national minutes. This summary will act as one tool in ensuring the interaction. Also the experts and project partners from partner countries have gave presentations in each others' reference group meeting by video conferencing equipment or by visiting the meetings.

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C) Practical

*Marketing co-operation: in the development groups it will be developed common marketing plans and campaigns between different hunting tourism networks and SMEs in cross country co-operation. External funding will be used for the implementing the campaigns.* The SME development groups have expressed strong interest towards joint activities. This will be one of the main priorities of the development group work in future. Practical activities has been planned as part of WP4.1, but not been conducted yet. The hunting sales systems have been described in each country in order to provide possibilities to benchmarking between the partner countries. When the new North Hunt products are developed, the marketing work will begin and as a first step a common marketing strategy will be developed based on what we will find out from the sales organisation survey. Transnational benchmarking of marketing systems between the development groups will start as soon the product development is in suitable phase. The members of different development groups have met each others in connection of partner meetings and the first international seminar in autumn 2009. The Finnish and Swedish entrepreneurs have a joint meeting in Riihimäki in June 2010.

*New hunting tourism products based on sustainability. The aim is to create up to 3 new or improved innovative hunting tourism products per country as a result of the work of SME development groups based on exchanging experiences and new information generated in the project”* Practical activities on transnational aspects has not been conducted yet. In sales organisation survey, which provides knowledge base for the new products, transnational input has been significant (see previous point). Some example products have been made in Sweden, which have been distributed to all countries as show cases and the transnational benchmarking will be developed further during the product development process. The members of different development groups have met each others in connection of partner meetings and the first international seminar in autumn 2009

**SECTION 4: PROJECT FINANCIAL INFORMATION**

<b>4.1 Project Expenditures</b>	
Please state your <b>approved total project budget</b> , the <b>total certified expenditures in the respective project period</b> and sum up the <b>total certified expenditures</b> .	
<i>Please present your total approved project budget:</i>  <b>1 127 151 EUR</b>  Ruralia: 179 849 € HAO: 110 033 €	Please present your project's certified expenditures for the respective reporting period and total certified expenditure  <u><b>Certified Expenditure period 1</b></u>  49 291,36 EUR *)



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SLU: 138 529 €  
RBD: 145 210 €  
RHA: 138 048 €  
ITRC: 122 868 €  
UST: 20 008 €  
MA: 203 969 €  
Uni-Aberdeen: 43 637 €  
NLOA: 25 000 €

Ruralia: 25 608,43 €  
HAO: 495,95 €  
SLU: 2450,93 €  
RBD: 1702 €  
RHA: 16129,00 €  
ITRC: 2905,05 €  
UST: 0 €  
MA: 0 € (not reported any costs)  
Uni-Aberdeen: 0 € (not reported any costs)  
NLOA: 0 € (not reported any costs)

**Total certified expenditures:**

49 291,36 EUR (\*) in the previous interim reports another sum, 62829,94 EUR, was mentioned. In Management Authority it was noticed when assessing the payment that part of RDB staff costs were not within the reporting period. These costs were changed in the payment decision to the second reporting period)

**Note concerning the 1<sup>st</sup> reporting period:**

**Sweden:**

SLU have not recorded the salaries for the first reporting period on the project's account. It was for long not clear whether there was going to be a positive decision on the project. Therefore a very small amount of costs is visible in SLU reporting (5%). It is shared equally between mainly Wp1 and 2

In Management Authority it was noticed when assessing the payment that part of RDB staff costs were not within the reporting period. These costs were changed in the payment decision to the second reporting period

**Canada:**

Due to the small budget and delay in the decision NLOA has not properly recorded staff costs to the project in time. In the second reporting all the costs from the beginning of the project are reported. The issue has been discussed with the Managing Authority of NPP programme beforehand and this practise accepted by them.

**Scotland:**

Due to the JPS decision, and lack of Scottish national controller system, the Scottish partners do not report any costs in the first interim reporting.



**Certified Expenditure period 2**

Ruralia: 24 280 €  
 HAO: 25 338,08 €  
 SLU: 24 396,91€  
 RBD: 28 483 € \*)  
 RHA: 31 534,03 €  
 ITRC: 17 696,95 €  
 UST: 0 €  
 MA: 11578,67 €  
 Uni-Aberdeen: 18074,92 €  
 NLOA: 13 198,84 €

**Total certified expenditures:**

194 581,40 EUR \*) In Management Authority it was noticed when assessing the payment that part of RDB staff costs were not within the first reporting period. These costs were changed in the payment decision to the second reporting period.

**Certified Expenditure period 3**



Ruralia: 28 763,68 €  
 HAO: 15 756,23 €  
 SLU: 7 867,76 €  
 RBD: 10397,58 €  
 RHA: 27 029,73 €  
 ITRC: 17 356,89 €  
 UST: 0 €  
 MA: 16 074,34 €  
 Uni-Aberdeen: 16 182,45 €  
 NLOA: 0 €

**Total certified expenditures:**

107 171,87 EUR

**Certified Expenditure period 4**

Ruralia: 48 896,84 €  
 HAO: 23 281,25 €  
 SLU: 20 961,60 €  
 RBD: 11 953,14 €  
 RHA: 19589,64 €  
 ITRC: 14 632,99 €  
 UST: 152.83 €  
 MA: 18237,52 €  
 Uni-Aberdeen: 3721,45 €  
 NLOA: 0 €

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	<b>Total certified expenditures:</b>  161 427,26 EUR
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#### 4.2 Financial performance

Make an **analysis** of financial performance in comparison to your budget in the project decision and to your estimated distribution among Work Packages (% of budget spent vs. % of time spent according to project plan).

Due to the uncertainty of the final approval of the project, all the activities were not fully started during the spring 2008 as originally planned. This has caused saving some financial resources. However, the bigger reason for the under spending by practically all of the partners is, that the project grant letter was not received until autumn 2008. According to the policy of many partner organisations, major costs cannot be allocated to the projects, before the final decision has been secured. Therefore e.g. all the staff costs used for the project has not been allocated to it yet. Also some major external expert services, like the printing the brochure has been delayed until autumn 2008. Now that all the activities are started in full speed and catching up the lost time, the costs will be cumulated accordingly.

Due to the JPS decision, and lack of Scottish national controller system, the Scottish partners do not report any costs in the first interim reporting.

There have been needs to do some minor changes between the expenditure classes within individual partner's budgets. After discussions with JPS it was decided to report these changes in this interim report, but do the main request of budget changes later during the autumn 2009 in order to collect all minor changes together in one request.

Some of the partners are under spent their budget by the mid project. The lead partner had discussions with them about the situation as well as informed JPS on it during this reporting period. UST's part of the project is starting fully, when the training material will be collected together and piloted. There is also a new person in UST to take over the work related to the project and the costs will be accumulated accordingly. Also MA is behind in spending due to the changes in the project. Most likely they will not use all of their budget. This has been discussed with JPS desk officer. In addition due to the collapse of ISK, the costs that can be claimed will never reach the originally intended amount concerning some Icelandic partners (the intended match funding has collapsed when exchanged to Euros). This situation has also been discussed with JPS. These will not, however, effect on the project's implementation.

The project has made a spending forecast for the rest of the project period according to JPS request. Also a budget change possibilities have been discussed with JPS and the Lead partner will submit a change during the next reporting period. In addition in Sweden there has been a problem to have the costs accepted (mainly general costs) and also occasionally reviewed due to the controllers lack of resources.

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### 4.3 Budget changes

Please **indicate aggregated budget changes** made between different expenditures, and please **describe the impact** of the budget change on project implementation. (Note that all budget changes need pre-approval to be considered as eligible. Please contact the Programme Secretariat in advance for consultation).

Changes made/ Amount/Date of approval	Justification of change(s) made and impact on project implementation
<p><b><u>First reporting period:</u></b></p> <p>No budget changes during the first reporting period.</p> <p><b><u>Second reporting period:</u></b></p> <ul style="list-style-type: none"> <li>The budget of RED: 543,17 Euros will be changed from expenditure class “office cost directly allocated” to “equipment and supplies” in order to organise the phone machine and connection to the project manager in RED</li> <li>The Budget of NLOA: 4000 Euros will be changed from the expenditure class meetings and seminars and 3000 from expenditure class travel to external experts</li> </ul> <p><b><u>Third reporting period:</u></b></p> <p>No budget changes during the third reporting period. However the need for budget changes will be evaluated by each partner by the end of 2009-early 2010 and if needed a budget change will be submitted.</p>	<p>In order to participate in our partner video conferences there was a need to have adequate equipment such as web camera and headset. At RBD mobile phones are used instead of stationary phones. That means that there was a need to have a modern model that fits together with the headset because of long and frequent phoning between the partners within the project. No impact on the project implementation.</p> <p>The seminar provided background to the handbook, which will be available as part of project’s training material and was created as external expert work. The seminar costs were compensated from national funding. The travel costs will not likely be all used, change of the internal NLOA budget will help to compensate the seminar costs adequately. Also the NLOA as NGO do not have so many actual staff members. The members of the association work for it from external expert basis, when the expertise or time resources of the few staff members are inadequate.</p>

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<p><b><u>Fourth reporting period:</u></b></p> <p>No budget changes during the fourth reporting period, however a budget change draft has been made and will be submitted in early summer 2010</p>	<p>Better allocation of the funds due to different reasons, like unexpected staff costs, division of labour, need for more travel costs for SMEs etc. The justifications have been discussed with JPS and will be presented in the budget change.</p>
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## SECTION 5: ANALYSIS OF PROJECT ACTIVITY AND OUTCOMES PERFORMANCE

### 5.1 Project activity and outcome performance

Make an **analysis** of project activity and outcome performance **in relation to indicators, time plan and budget** in your approved application.

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There have been delays on the time schedule of the project, which also influenced to the project activity and outcomes especially in the first reporting period in all partner countries. The project partners concluded to wait for the grant letter to confirm that the project activities could formally and fully begin. Receiving the approval took longer than expected and number of activities began to accumulate. This has affected the progress in most of the WPs but the partnership has worked hard to catch up mostly in relation to the time plan. The partnership has therefore prioritised the activities in the WPs to the most urgent tasks, that would significantly hinder and effect the fluent implementation of other tasks/WPs and activities. In addition to WP1, the focus has been in first reporting period in developing detailed plans for the project activities particularly in WP2 and WP3. Following the confirmation of project approval, data collection for WP2 (Attitude environment) and WP3 (Objective information to support SME development) has started and will be documented in the next project report.

During the second reporting period the project activities have fully started and proceeded well. Some delays in the first reporting period, however, reflect also to the outcomes of the second and third reporting period. In some activities the delays have been made up though, like especially in communication and dissemination activities and creating communication material. Also in the information gathering activities the project has managed to catch up the original dead lines from some part, even though they are not fully caught up yet and in some activities the project is approx 6 months behind the original schedule. In addition the death of the country co-ordinator of Scotland caused that the most of the activities in Macaulay Institute (MA) have been on hold during autumn 2009 and there has been some delays in the implementation. The NPPHunt project formed a entity with other projects related to the subject in MA and reorganising all of them will take some time. A new project co-ordinator has been appointed and the partnership has discussed the need for new division of labour. However, no major changes were needed to make at this point. Further discussions are however, needed in order to implement the project successfully in Scotland concerning all WPs.

Regardless of this, the project team is still confident that all WPs and tasks will be finalised according to the plan. Therefore e.g. no major changes for the actual project activities have been applied at this point. Also the most of the project indicators are accumulating according to the original plan especially in FIN, SWE and ICE. The work has started in all WPs in the second reporting period and is proceeding in general according to the plan during the third and fourth reporting periods.

According to the policy of many partner organisations, major costs cannot be allocated to the projects, before the final decision has been secured. Therefore e.g. all the staff costs used for the project has not been allocated to the project during the first reporting period. Also some major external expert services, like the printing the brochure has been delayed until autumn 2008. Now that all the activities are started in full speed and catching up the lost time, the costs have been cumulated accordingly. The project has been successful in implementing the activities mainly with budgeted resources. Nevertheless, some not foreseen changes to the project's implementation have been occurred, like in WP2 the chosen qualitative study approach have taken more time and resources than originally anticipated. However, the project partnership feels that the change has been essential to guarantee the relevance of the results. The project has been also very successful in co-operating with other projects in all partner countries, which has provided significant synergies in activities and also in resource wise, which has allowed implementing NPPHunt -activities with relevantly small budget.

Some of the partners are behind in spending their budgets. The lead partner has discussed with these partners and the solutions to the situation have been found together with JPS. On the other hand some partners have spent already the most of their budgets. This is partly due to the division of the tasks between the partners. In Copenhagen meeting a detailed schedule was make in order to catch up some lost time and to safeguard that the project's activities will be finalised in time. The schedule is tight but realistic. However, no delays to it can happen anymore.

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## SECTION 6: PROJECT MANAGEMENT AND PARTNERSHIP DYNAMICS

### 6.1 Project Management dynamics

Provide an **analysis of the Project Management dynamics**, list decisions taken by Project Management Bodies and describe the impact the decision will have on the project implementation.

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The project includes four different types of activities: 1) information gathering, 2) practical development work with SMEs, 3) stimulating discussion and raising awareness of the potential and challenges of hunting tourism and 4) networking and increasing co-operation between different interest groups. To ensure the effective implementation of these various activities, it was decided in the 1<sup>st</sup> SC meeting that as a part of the project culture smaller “cells” or sub-groups for each WP/task will be formed. The people participating to the WP/Task must be named and there must be at least one contact person for each task from each country. These smaller groups have the responsibility to operationally implement the tasks and the WP/Task leader is a leader of the sub-group. These sub-groups will keep contact with each other by organising video/skype/phone meetings as necessarily. In general the WP and Task leaders are responsible on leading and organising the implementation of the WPs and Tasks on their responsibility. There has also been signed a co-leader for each task/WP to assist the WP leader, if necessarily. They have the right to make suggestions of the practical decisions on the implementation behalf of the partnership to be presented to the SC.


In general the Steering committee (SC) is the highest decision making body for the project. It consists of the representatives of each partner country (5 in total). The country representatives have been named and they represent the main partner organisations. Each representative shall be fully authorised to act on behalf of his/her organisation and on behalf of other main partners representing the same country in all matters relating to the operational issues. Each country representative of the Steering Committee has one vote. Also the project co-ordinator is included in the SC in a non-voting capacity. The project co-ordinator acts as the secretary in the SC meetings.

SC meetings are held approximately 2 times a year simultaneously with international partner meetings. Minutes of all SC meetings shall be submitted to its members and to whole partnership within 10 working days from SC meetings. After this the SC members and partner organisations (if appropriate) have 10 working days (if other schedule not agreed) time to comment the minutes and ask for changes. After approval of all SC members (and possibly partners related to the work allocated to them) the minutes will act as an agreement on the operational decisions made in the SC meetings. For clarity, the SC decisions have been listed also as a separate list as annex 1 of the meeting minutes. The minutes of the SC meetings during the reporting period can be found in Annex 1. The project culture of the NPPHunt project, in which the decision making and management structures and practices has been agreed on, can be found as part of the first SC minutes. it also has been included to the partnership agreements.

The sub-group structure has proved to be essential in such a complex project structure as NPPHunt has. However, the knowledge flow between the groups must be secured all the time.

As a result of the decisions, during the first reporting period the project activities have been detailed and implemented to the practical level and scheduled more in details. Due to the decisions the project has been implemented according to the original plan in jointly decided manner. Also due to the decisions, sub-groups for each task/WP has been appointed and responsible people named for each sub-group.

In the second reporting period the SC decisions have effected to the fine tuning the operational activities in different WPs, rescheduling some of the activities and minor revision of budget. Also some sub-groups and some labour division of the tasks has been reorganised between the partners. One of the main result has also been changing the project’s abbreviation from NPPHunt to North Hunt according to SC decision.

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During the third reporting period the SC decisions have been focused on finalising the research activities and agreeing on the reporting format of the results. As SC decision also the first seminar was designed as a group. As the result of organising the WP5, the training material created in the project will be placed to the project web pages. However, in addition the partners will secure a national actor, who will maintain the training material as plan b, if needed. This way the existence and access to the material will be safeguarded.

In the fourth reporting period SC has focused on planning the successful implementation of the tasks by the end of 2010, when also the project ends. Also safeguarding the continuation of the work has been discussed. The SC decided to have one extra meeting, in order to draw detailed working plans for the rest of the project for all WPs. This has clearly concretized the project implementation. The partners, who have been less active earlier, have been able to activate during this reporting period. However, due to the changes in the board of NLOA, connections to the Canadian partners have not been so fluent than earlier. Nevertheless, NLOA representatives are participating to the project's end conference.

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## 6.2 Project Partnership dynamics

Provide an **analysis of the Partnership dynamics**.

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The most of the project partnership has been working together during the preparatory project as well as with previous application. Therefore, the most of the partnership has been very familiar with each other already at the beginning of the project. New team members have been involved to the project mainly during the early/late summer 2008. This has brought needed new ideas, approaches and knowledge to the project, but sometimes it may have been a bit difficult for new people to catch up with the relatively long history of co-operation behind developing the project ideas and activities. The co-operation with the national associated partners has been on the responsibility of the national main partners. Basically that co-operation as well as national co-operation in general has worked out very well and the national partners have been able to include fluently to the project's activities.


The different working cultures of the organisations and partner countries have caused some misunderstandings and some adaptation to find the joint working culture has had to be done by all partner organisations in order to follow joint project culture. Also the different administration systems have caused some specialities in financial management that the partner organisations needed to solve in order to fulfil the NPP programme requirements.

In general the partnership dynamics has worked out well and the project is performing truly transnationally. Also in the partnership there is recognition of the relative interests and strengths of the project partners and there appears to be a genuine willingness to collaborate for the overall benefit of the project and to fulfil the aims and objectives of the project. The WPs are acting independently in a responsible way. The WP leaders have carried out their responsibilities and the communication between the partners has been regular and vivid. Since there is more than one person working in each country for the project, the occasional absence of one or two members due to other work or some else responsibilities has not caused delays in the implementation of the project.

In the first SC meeting it was decided that the WP/task work will mainly be done and designed within the sub-groups. However, in early autumn it became evident that the sub-groups need to communicate more with each others in order to find synergies. Therefore, the communication lists were extended. In general there have not been any significant problems in the communication within the partnerships. Nevertheless in the future, the team has to make sure even better, that the communication will include the whole sub-groups from the very beginning of the designing and commenting the activities in order to keep everyone adequately updated.

During the second reporting period there have not been significant changes in the partnership dynamics. The partners have learnt to work better together and some revision of task allocation has been made according to the partners' available resources. None of the people in the partnership works fulltime in the project and this seem to understandable have potential to cause problems especially in keeping the deadlines (other work load) and being able to react on project's requests in short notice. Regardless of this, the communication within the partnership has been open and good and the project is not badly delayed regarding any of the tasks. However, in the future the partnership must be able to commit to the agreed deadlines a bit better in order to further catch up the project's schedule and also provide the needed time for the further development of survey results for development groups and reference groups.

During the third reporting period probably the most dramatic issue effecting the partnership dynamics has been the death of one team member. The partnership was not prepared to this kind of tragedy, but nevertheless has been able to handle the situation and to respect the difficult situation of the Scottish partner organisation in question. Nevertheless, it must be stressed that the project has lost one of the key people considering both the expertise and partner dynamics. It remains to be seen, how the change of country contact person will effect to the partner dynamics at the end. The lack of contact person from MA at the end of reporting period has caused some uncertainty of the future activities, but the communication has been very active between MA and other partners all the time.

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During the third reporting period it has become even more evident that the partners must pay attention to keep the agreed deadlines, not only to keep the schedule, but to allow each partner to design their work to fit their other work load. If there are changes not agreed beforehand, it may put other partners in difficult position in organizing their own work accordingly.

The partnership has learned well to work together during the project. The partners, who have been less active earlier, have been able to activate during the fourth reporting period. However, due to the changes in the board of NLOA, connections to the Canadian partners have not been so fluent than earlier. The partnership and Lead partner must pay attention to this in order to successfully finalise the project.



### 6.3 Project Partnership cooperation

Please indicate any **synergies exhibited with other projects** funded by the Northern Periphery Programme 2007-2013 or projects funded by other programmes and **describe concrete cooperation activities**.



Name of project/ funded by (name of programme)	Description of synergies and cooperation activities
<p>The project has found synergies with several national and EU-funded projects.</p> <p><b>Finland:</b></p> <p>Hunting tourism marketing project in Eastern Finland (Objective 1, Saalis-project) – development project</p> <p>Nature-based entrepreneurship in private forests - The preconditions for the sustainable co-operation between private forest owners and entrepreneurs – research project (Rural Policy Programme (national))</p> <p>Hunting patterns on state-owned land – sustainability and objectives (national funding, Ministry of forestry and agriculture/Metsähallitus)</p> <p>Metsäpeuranmaa-project (ERDF-funding, objective 1). Joint marketing project of MEtsäpeuranmaa and Peuran polku (Central-Northern Ostrobothnia)</p> <p>Keskipistealue-project. Joint marketing project of the companies in Central-Northern Ostrobothnia (Leader and regionalmunicipality funding)</p>	<p><b>Finland:</b></p> <p>Co-operation in collecting together the development groups and contacting the SMEs and co-operation in contact information gathering for Wp3.1. Also in WP5 the piloting of training material will be done jointly.</p> <p>Co-operation in information collection for WP2</p> <p>Co-operation in the information collection for WP2, WP3.3 and Wp3.2. Co-operation in reference group work</p> <p>Co-operation especially in WP4.1 and WP5 in co-operating with the SMEs in the region</p> <p>Co-operation especially in WP4.1 and WP5 in co-operating with the SMEs in the region</p>

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<p>Innometsä-project (Objective 1-project) Aims to enhance the new innovative land use activities related to the forest land</p> <p><b>Sweden:</b></p> <p>Nästa Steg –regional hunting and fishing tourism project (Objective 1) – development project</p> <p>EU FP7 HUNTING for Sustainability. (2008-2012)</p> <p>Environmental monitoring and assessment of wildlife - development project (national funding, ministry of agriculture)</p> <p><b>Scotland:</b></p> <p>EU FP7 HUNTING for Sustainability. (2008-2012) The FP7 HUNT project is a transnational research project assessing the value and impacts of hunting in terms of social, cultural, economic and ecological sustainability. The project involves 12 partners for northern, southern and eastern Europe and Africa and is coordinated by the Macaulay Institute.</p> <p>Scottish Government Rural Affairs Research and Advisory Directorate Research Programme (2006-2010) The Macaulay Institute has been commissioned by the Scottish Government to undertake a wide ranging programme of research in environmental sustainability which includes a significant component of research on upland wildlife and their management (including the ecology and management of a number of hunted species</p>	<p>Co-operation especially in WP4.1 and WP5 in co-operating with the SMEs in the region</p> <p><b>Sweden:</b></p> <p>Co-operation in implementing the development group activities (WP4.1) as well as later on the training material and pilot training activities (WP5). The same operators/entrepreneurs will participate in both projects in Northern Sweden and a lot of activities are closely connected.</p> <p>Also in Sweden the aim is to cooperate with FP7HUNT (see section Scotland) and it's Swedish partners, and to propose joint use of the reference group in the future. The FP7 project HUNTING for sustainability participated on North hunt reference group meeting in Sweden March 22, proposing the joint use</p> <p>Co-operation in data collection and analysis of data for the expert models in WP 3:2.</p> <p><b>Scotland:</b></p> <p>FP7 HUNT is highly complementary to the NPP HUNT in that it will provide much of the science base to underpin EU policy on hunting in the coming decade. Cooperation activities will include at least one and probably two shared seminars/workshops and the involvement of the NPP North Hunt Reference Group in the activities of the FP7 HUNT stakeholder group activities.</p> <p>Much of the project's activities are complementary to the current NPP project particularly in relation to the development of monitoring models and the assessment of the social and economic sustainability of hunting tourism. Cooperation activities will include the sharing of scientific information and the organisation of joint seminars/workshops as noted above.</p>
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including red deer, mountain hares and red grouse).	
<b>Canada:</b> Footprints to Success - seminar	<b>Canada:</b> Co-operation with the launching the project and collecting knowledge base for the training material

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## SECTION 7: NPP 2007-2013 HORIZONTAL PRINCIPLES

### 7.1 Equal opportunities

Please report **concrete steps and activities** to enhance Equal Opportunities and how this changed the working culture in the organisations participating in the project.

The project is gender neutral in all the activities, even though majority of hunters in all countries are men.



One of the main activities of the project in the reporting period has been creating national reference groups as well as the wide national networks to operate as a part of the project partnership, without making the partnership administratively unmanageable. The reference groups consists of representatives of all the main stakeholder groups and actors related to hunting tourism (approx 10-20 members/group) and the aim has been to invite so called national/regional level key persons from these stakeholder groups to join. The reference group members are aware and regularly informed of the project's activities as well as their opinion on the critical issues related to the topic is asked. The reference group's role is not to act as steering group of the project monitoring it's progress in general, but as expert board focusing on the content of the project's activities, safeguarding the interests of different stakeholder groups relating to topic and disseminating the information of the project's activities and results within their own actors. They will be integrated to the project activities by using their expertise throughout the project.

The reference groups provide the possibility in each country the national actors influence on the project's activities by providing the opinion of the stakeholder group they represent to the knowledge of the whole transnational partnership. They also get information from the reference groups of other partner countries. By these means it was be ensured that all actors related to project topic (not only the limited amount of partners) have a possibility to influence the project's activities, benefit on the project as well as participate into it regardless of their location (peripheral), language skills, age or cultural background guaranteeing the truly socially sustainable development of hunting tourism.

The project dissemination material has been translated to national languages to guarantee the wide utilisation and possibilities to all interested actors to have access to them.

The SME development groups were establish during the first and second reporting periods. They will also guarantee the wide access of the beneficiaries to the project. The SME development groups have been accessible to the all participants regardless of their age, sex or cultural background. The critical factor for the participation has been the interest of the entrepreneur and the quality of the business activities. The facilitator's role in the development groups is also to help with potential language and cultural problems.



In hiring new team members to the project partner organisations, the knowledge and expertise on the topic were critical for the selection. Of new team members (new staff hired for the project activities in the beginning and during the project of the project) all four were women.

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<p><b>7.2 Sustainable development</b></p> <p>Please report <b>concrete steps and activities</b> to enhance Sustainable Development and how this changed the working culture in the organisations participating in the project.</p> <p>The main aim of the project is to develop ecologically, economically and socially sustainable hunting tourism. The project will concentrate on all the dimensions of sustainability: ecological, social (including cultural) and economic.</p> <p>The project has already raised discussion on the securing the ecological sustainability of hunting tourism in the project area s part of the reference group work (WP4.2), in national meetings and development group work (WP4.1). The information gathering on the good practises in developing the co-operation between the SMEs and local hunters is on-going as well as assessing the economic potential of hunting tourism in rural areas. For securing the social and cultural sustainability of the future project activities close co-operation of the stake holders and interest groups has been established via reference groups and other national meetings as well as by communication with the interest groups. In WP2 the project has focused especially to report best practices to improve social sustainability. The results have been reported and discussed in the projects reference groups, in international conference in Vaasa in August 2009 and in project's first seminar in Umeå in September 2009. In the seminar the aim was to raise discussion on the topic and increase the awareness of the participants. The reports will be published in the project's web pages by latest early 2010 and transformed to training material.</p> <p>Sustainable development requires that the opinion is widely canvassed and a participative and inclusive approach is adapted also to project's research activities, like it has been done in WP2 with a wide range of stakeholders in order to understand the social environment and attitudes towards hunting tourism.</p> <p>The criteria for sustainable northern hunting tourism has been developed by the SME dev. groups during the third and fourth reporting periods. The aim of the criteria is to enhance the sustainability in hunting tourism sector. The criteria principles have been presented to several different events and feedback collected in order to revise them further. The criteria will be presented in the final conference in Nov 2010.</p>
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## SECTION 8: PROJECT COMMUNICATION

<b>8.1 Communication Indicators</b>	<b>N°</b>
Please report accumulatively on the <b>mandatory communication measures</b> by using the following indicators:	
N° of websites developed, <ul style="list-style-type: none"> <li>• project web translated in 4 languages (ENG, FIN, SWE, ICE)</li> <li>• Facebook</li> <li>• restructured web page</li> </ul>	3
N° of visitors on website	10 951
N° of project logos developed	1
N° of promotional materials developed <i>NOTE: internal material not counted, material counted only as one despite of number of copies</i>	50 (see the section 8.2)



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<b>N° of copies of promotional materials distributed or downloaded</b>	3028
<b>N° of PowerPoint presentations developed</b>	48
N° of project case studies submitted, <i>updated during the autumn 2009</i>	1
N° of project picture libraries developed	5
N° of times the project attended an Annual Conference <ul style="list-style-type: none"> <li>• NPP annual Conference LAVA 09</li> <li>• Þjóðarspeggill (social science research conference at the University of Iceland)</li> <li>• Re Inventing the rural: Between the Social and Natural XXIII ESRS Conference Vaasa 2009</li> </ul>	3
N° of times the project attended a Lead Partner & Partner Seminar <ul style="list-style-type: none"> <li>• Voss 2008</li> </ul>	1
N° of times the project attended a Thematic Event (includes also those not organised by NPP)	13
N° of times the project attended a Training Seminar <ul style="list-style-type: none"> <li>• Laukaa 2009</li> </ul>	1
N° of times the project attended an event organised by a Regional Contact Point <ul style="list-style-type: none"> <li>• Umeå 2009</li> </ul>	1



<b>8.2 Communication tools</b>			
To exemplify the indicators above, please <b>list all the communications tools and promotional materials</b> developed by your project so far.			
Date	Type of tool/material	Short description	Target group(s)
March 2008	Communication plan, updated in August 2008 and at the beginning of 2009	Communication and dissemination plan for the project to ensure that the communication has been taken properly into account in the project. Mainly focused on external communication	project partnership
August 2008	Press release plan updated at the beginning of 2009	Plan to ensure the frequent communication with the press and informing media of the project	project partnership
August 2008	Communication follow up tool, modified during spring 2009	tool to follow up the projects media coverage	partnership and project administration
September 2008	Common archive for saving the press hits	Common archive for saving the press hits	partnership and project administration

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September 2008	Logo	Project logo drafted and designed	All target groups
August/September 2008	Website and Intranet	Website and intranet designed and domain chosen and applied for. Website includes general pages and country specific pages in national languages . <a href="http://www.north-hunt.org">www.north-hunt.org</a> Intranet serves mainly as storage of the final documents.	Website: all target groups Intranet: project partnership
August/September 2008	Dissemination material/Press kit	Dissemination material drafted and prepared: brochure (not printed yet), newsletter template, photos collected from all countries, power point template letter template project summary	All groups
September 2008	project case study	NPP case study of the project. The case study not downloaded yet in the reporting period, since registration to the pages has not worked out.	mainly NPP administration and via NPP web pages all target groups.
September 2008	The project ppt-presentation	the basic presentation of the project in project's ppt-template	all target groups and partnership (for modification)
August-September 2008	Press release	press release on the project's start and future activities	Media, all groups
March 2008 –on going updating	e-mail lists for different stakeholders	e-mail lists for communication and sending out newsletters etc. nationally and transnationally	relevant target groups related to the topic like hunters organisations, administration, tourism organisations, regional developers, NGOs, nature conservation organisations, landowner organisations,

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			SMEs, research and education organisations etc.
January 2008—on going updating	internal contact lists	internal contact lists of key people in the sector nationally	relevant target groups (see previous point) and key people
July/August/September 2008	Information package	Information in Icelandic, Finnish and Swedish about the project and the role of the development group in the project	Development group
July/August/September 2008	Information package	Information in Icelandic, Finnish and Swedish about the project and the role of the national reference group in the project	National reference group
February 2008	Newspaper article written	Article on the start of the project and it's activities targeted to SMEs in HS-newspaper	SMEs and business advisors, Sweden
February 2008	national short brochure and ppt-presentation	Short house printed brochure and ppt-presentation in order to present the project for national networks in Finnish	Finnish co-operation partners and relevant interest groups
September 2008	3 ppt-presentations in reference group meetings	ppt-presentations on the hunting tourism in Finland, project's objectives and hunting in Finland in national reference group meeting	ref. group members and the interest groups they represent
September 2008/November 2008, February-March 2009	minutes of the ref. group meeting innational languages and summary in English	minutes of the ref. group meeting in national languages and summary in English of the ref. group meetings of FIN, SWE and ICE	minutes: minutes of the ref. group meeting in national languages and summary in English summary: the ref. groups in other partner countries
March 2008	press release	press release on the project's launch and the first project meeting in Kuopio	The Finnish media, nationally and in Kuopio region

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April 2008	support (knowledge and material) to Canadian seminar : Footprints of Success ( <a href="http://www.footprintsofsuccess.ca">www.footprintsofsuccess.ca</a> )	Based on the seminar a handbook will be created, which can be use also as part of the training material in NPPHunt	SMEs, business developers and administration
December 2008	Newsletter in Iceland	Newsletter in Icelandic	All groups
December 2008	Press release in Iceland	Press release regarding the opening of North Hunt website	All groups/media
January 2009-March 2009	Brochure in national languages	Project brochure printed in Icelandic, Swedish and Finnish	All groups
January 2009	Press release in Iceland	Press release regarding the funding from NPP	All groups/media
January 2009	Project ppt presentation in Icelandic	Improved basic presentation in Icelandic	All groups/development group/national reference group/policy makers
February 2009	Paper/Article	Paper in a refereed conference proceedings in Iceland	Stakeholders
March 2009	Poster	Poster template designed and Icelandic poster about the North Hunt project printed	All groups/relevant target groups related to the topic
December 2008	Press release in Finnish	press release on sustainable hunting tourism	target groups of the project
January 2009	Newsletter on national language in Finland	e-newsletter on national language	the project's information list
December 2008, published in February 2009	Magazine article in hunting magazine Trapper	article on the project and hunting tourism in project are in the hunting magazine targeted to Swedish speaking hunters in Finland	recreational hunters, mainly Swedish speaking
March 2009	2 ppt-presentations of the project and its results for the Finnish reference group meeting	2 ppt-presentations of the project and its results for the Finnish reference group meeting	The Finnish reference group members
March 2009	e-Handbook: Footprints to success based on Canadian seminar organised in April 2008	Handbook for hunting tourism actors, will be used as part of project's training material	education sector, hunter entrepreneurs, rural developers
March 2009	Roll up	Roll up presenting project in English	all target groups
	50 copies Preparatory project report printed in	Preparatory project report printed for describing the	Swedish project participants

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	Sweden	current situation of hunting tourism in project area	
November 2008	ppt-presentation for reference group meeting in Sweden	ppt-presentation for reference group meeting in Sweden	Swedish reference group members
May 2009	Presentation	IC Presentation of the project for foreign university students	Foreign university students
September 2009	Project exhibition	Project exhibition at a national science exhibition in Reykjavík	The public
September 2009	Facebook	Facebook pages with project information, pictures, discussion and news.	General public
September 2009	Internet discussion forum	FI: Posted project information to topic-related, active discussion forum: <a href="http://forum.eralle.net/">http://forum.eralle.net/</a>	General public
September 2009	Internet discussion forum	FI: Posted project information to topic-related, active discussion forum: <a href="http://www.luonnossa.net/">http://www.luonnossa.net/</a>	General public
September 2009	Internet discussion forum	FI: Posted project information to topic-related, active discussion forum: <a href="http://www.metsalle.net/">http://www.metsalle.net/</a>	General public
August 2009	E-mail dissemination	FI: Invitation to seminar and project information sent to the Finnish posting list	Stakeholders
August 2009	International seminar, 3 papers and ppt - presentations	Project information distributed at XXIII Congress of the European Society for Rural Sociology, through presentations and handing out brochures. Results of project, esp. WP2 presented from FI, ICE and Scotland and papers based on them written	Academics
July 2009	national Farmari -Fair in Finland	Project information handed out and discussed at the farmer's fair (80 000 attendants)	General public , SMEs and policy makers
September 2009	International North Hunt seminar "Social sustainability of hunting	FI, ICE, SE and Scotland WP2 results presented	Media, academics, policy makers,

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	tourism in peripheral areas”, 4 presentations related to WP2, 2 other presentations related to the project		stakeholders
April-September 2009	2 news articles in stakeholder magazines in Finland	Articles about reference group work and international connections	Stakeholders and general public
April 2009-September 2009	2 presentations of the project for international students (Latvian and Lithuanian students)	2 presentations of the project for international students (Latvian and Lithuanian students) in HAO	vocational education students (nature tourism)
July 2009	Ppt/oral presentation	Scotland: Ppt/oral presentation to NPPHunt & FP7Hunt reference groups	Scottish NPPHunt and FP7Hunt reference groups
July 2009	Poster presentations	Scotland: Poster presentation	Reference groups, members of the public, and hunting and conservation organisations and members
April 2009-August 2009	3 short articles	Scotland: 3 short articles on NPPHunt/FP7Hunt for trade/Membership News Letters	Stakeholders and general public
September 2009	The Swe newsletter	Newsletter 3 in Swedish	all target groups
October 2009	Paper and presentation	Icelandic hunting tourism presentation at an annual conference in Iceland	Academics/stakeholders
October 2009	Newspaper article Bændablaðið (National newspaper for farmers and people in rural areas)	Opportunities in Icelandic hunting tourism-article	General public
November 2009	Poster	1 new poster designed with national wp2 results in Icelandic and 6 smaller posters in English	All groups/relevant target groups related to the topic
November 2009	Project exhibition	Project exhibition in relation to NPPs annual conference	General public
November 2009	Project exhibition	Project exhibition in relation to International Entrepreneurship Week 2009	General public
February 2010	Internet discussion forum	Project information posted,	Icelandic

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		active discussion forum <a href="http://www.hlad.is">www.hlad.is</a> specifically for hunters	hunters
March 2010	Internet discussion forum	Project information posted, active discussion forum <a href="http://www.hlad.is">www.hlad.is</a> specifically for hunters	Icelandic hunters
March 2010	ppt-presentations of WP3.1 results in English, ICE and FIN	ppt-presentations of WP3.1 results in English, ICE and FIN uploaded to the project web pages as part of the training material	start up companies, developers, hunters, students, education organisations
November 2009	Article in the trade magazine(SWE)	Svensk Jakt Nyheter Norrbotten & Västerbotten nr 11, nov 2009: Isländska jägare besökte Lappland	hunters, hunter organisations
October 2009	Radio interview(SWE)	radio interview: Sveriges Radio Västerbotten 6 oct 2009: Jakten ska bli socialt hållbar	general public
March 2010	Information provided for SMES related to the project (SWE)	17.3.2010 approx 25 people (SMEs) informed on the project in Jämtland county	hunting entrepreneurs
March 2010	Information provided for SMES related to the project(SWE)	18.3.2010 approx 25 people (SMEs) informed on the project in Jämtland county	hunting entrepreneurs
March 2010	Information provided for SMES related to the project(SWE)	19.3.2010 approx 25 people (SMEs) informed on the project in Jämtland county	hunting entrepreneurs
January 2010	meetings, information provided for tourism organisations related to the project(SWE)	2 regional tourism organisation informed on the project in Luleå	tourism operators
February 2010	meeting with local hunters	meeting with 6 local hunters in Piteå SWE 25.2.2010	local hunters
December 2010	9.12.2009 Press release topic: Hunting tourism on State land in the North (FIN)	<i>Based on the press release the following articles and discussions were published based on the project and it's results in newspapers and trade magazines, radio and local TV:</i>  -Lapin Kansa (a daily paper read by 35 000 people in Lapland) 9.12.2009 -Lapin Kansa 10.12.2009 -Lapin Kansa 11.12.2009	general public, hunters, hunter organizations, forest professionals

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		<p>-Lapin Kansa 22.12.2009</p> <p>-Matkalehti (a tourism magazine with about 30 000 readers) 16.12.2009</p> <p>-Metsäkeskus 9.12.2009</p> <p>-Kaleva plus (newspaper in Northern Ostrobothnia, internet paper) 9.12.2009</p> <p>-Kaleva plus 14.12.2009</p> <p>-Ylä-Kainuu (read by 8 000 people) 9.12.2009</p> <p>-Kaleva (a daily paper read by 80 000 people) Dec 2009</p> <p>-Sami Radio 9.12.2009</p> <p>-YLE local news (TV) Lapland 9.12.2009</p> <p>-Metsästäjä-lehti (read by 300 000 hunters in the whole country) 1/2010</p> <p>-Metsästäjä-lehti 2/2010</p> <p>-Erä-lehti 9.12.2009</p> <p>-Metsähallitus-lehti 9.12.2009</p> <p>-Metsälehti 9.12.2009</p>	
autumn 2009	article in the magazine of Ruralia Institute	Article in <i>Ruralia-lehti</i> (Umeå seminar: a specialist interview on developing hunting tourism)	general public, stakeholders of Ruralia Institute
December 2009	3 ppt-presentations	9.12.2009 3 ppt-presentations in the press conference related to the project's results	media
November 2009	4 ppt-presentations	4 ppt-presentations of the project's progress and results to the reference group 11.11.2009	ref. group members
October 2009	ppt-presentation	A presentation to specialists and stakeholders on hunting tourism on government land 13.10.2009 (FIN)	specialists and stakeholders on hunting tourism on government land
November 2009	ppt-presentation	A presentation to stakeholders on hunting tourism on government land 26.11.2009 (FIN)	specialists and stakeholders on hunting tourism on government land
March 2010	ppt-presentation	21.3.2010 A presentation to the regional game management organization on hunting tourism (FIN)	regional game management organisations

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**8.3 Provide an analysis** of the internal and external communication activities performed during this reporting period. What activities worked well, what activities did not work well? How do you see your overall communication performance? **Mention any (innovative) steps** your project has taken to enhance its communication performance.



The general interest toward the project has been good in all countries and therefore it has been relatively easy to get press releases and news on the project and it's activities accepted. However, due to the long uncertainty of the project's final approval and budget, the project partnership had to be very careful concerning the external communication during the spring 2008. This uncertainty made the external communication a bit complicated at the beginning. The project partnership did not want to loose the credibility among the interest groups by promoting the project activities, of which there was not knowledge whether they could be certainly implemented.

Nevertheless, some external communication was made already during the spring 2008, mainly targeted to SMEs and interest groups for the reference groups. During the autumn several interest groups were contacted and their interest towards the project and to participate it's activities has been even surprisingly strong. Of communication material, the press releases and e-mail newsletters have proved to work out surprisingly well. The web pages have also attracted visitors, however it is continuous challenge for the partnership to keep them updated. Nevertheless, since the web pages are easily updated and also contain country specific information, they are one of the main communication tool for the project. There is a need, however, to revise the web pages to serve even better the target groups. This has been a bit challenging and causing unforeseen work especially for the Icelandic partners.

The reference and development groups have provided good dissemination channel for external communication. In addition one significant strength in the external communication has been the partnership's good and wide existing networks relating to the topic as well as other activities relating hunting, game management and hunting tourism. This has clearly helped to get visibility to the external communication and provided possibilities to join forces between the activities, but also created to the project very convincing imago as expert network, whose activities will be closely followed also by policy maker level. Also the previous work among the SMEs and existing networks has guaranteed the wide visibility, credibility and good communication channels in practical level.

In general the internal communication within the project has functioned well and been vivid. Due to the limited resources all people working for the project within partner organisations are not able to join in all the partner meetings, even though one representative typically is present. For this reason, the other communication like e-mail discussions, phone/skype/Internet (e.g. Adobe Acrobat Connection) and video meetings are even more important than usually. The project uses all these communication tools frequently.

All partners as well as individuals have been actively taking part to communication and the partnership has been managed to bring the discussion also to the level of criticism, when it was felt needed. The discussion has been open and constructive. However, despite of the fact, that in the in the first SC meeting it was decided that the WP/task related communication will mainly be done within the sub-groups in order to avoid information overflow and via that risk of neglecting also important messages by mistake, in early autumn 2008 it became evident that the sub-groups need to communicate more with each others in order to find synergies. Therefore, the communication lists were extended. Also in the future, the team and sub-groups have to be especially careful to make sure that the communication will include the whole sub-group all the time in designing and commenting the activities in order to keep everyone adequately updated. In addition it must be taken in consideration that due to the other work load of partners, communication or commenting process will take significantly more time than e.g. in national level and the partners need time to response to the messages. It is not relevant to expect the partners to react in very short notice. The partnership must pay more attention to this also in the

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future.

The project decided to have an extra SC meeting in March 2010, which proved to be a good solution in order to direct the project's activities during the last 9 months of the project. The reason for this was that all the rest of SC meetings are connected to international seminars, which always take some time and "energy" away from the SC meetings. The extra meeting was connected to the meeting with the project's desk officer, which also proved to be a good solution (to meet face-to-face). This helps all the partners understand better the requirements and viewpoints the programme implementation sets to the projects, and reasons behind different requirements. The utilisation of social media (Facebook) has been very interesting opening in the project, but, at the end, has not generated as much discussion than anticipated. The project will also utilise Twitter (end conference) and Wikipedia (the concept of sustainable hunting tourism) in communication activities still, though.

#### 8.4 Certification of compliance with the NPP and European publicity requirements



All promotional materials comply with the NPP and European publicity requirements, which can be found in the Programme Manual and Commission Regulation No 1828/2006, Articles 8 and 9.	X
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### SECTION 9: CHANGES IN PROJECT PARTNERSHIP, TARGET AREA AND OTHER CHANGES


#### 9.1 Report on changes

Please report accumulatively any changes in the project **in comparison to approved application**. (Note that all changes need pre-approval to be considered as eligible, please contact the Programme Secretariat in advance for consultation)

Type of change(s)made/ Date of approval	Justification of the change(s) made and impact on the project implementation
There are no significant changes in the project activities. Some of the activities are behind of the schedule.	<p>Due to the long process of final approval of the project all the project activities have not been fully started during spring 2008. In addition the summer and hunting seasons have caused some delays in information collection and SME development group work. Since they were not been able to fully start during the spring before summer , some of these activities had to be delayed until late autumn 2008, since e.g. SMEs business season is the most busiest in early autumn.</p> <p>However, the project partnership feels confident that these delays in schedule can be caught up and therefore has not applied any major changes to the project activities yet.</p>

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<p>As minor changes, discussed in advance with JPS:</p> <ul style="list-style-type: none"> <li>the project's second international seminar will concentrate in addition to monitoring models to "The future on hunting in Northern Europe"</li> <li>The projects abbreviation will be changed in the marketing material to North Hunt</li> <li>The budget of RED: 543,17 Euros will be changed from expenditure class "office cost directly allocated" to "equipment and supplies" in order to organise the phone machine and connection to the project manager in RED</li> <li>The Budget of NLOA: 4000 Euros will be changed from the expenditure class meetings and seminars and 3000 from expenditure class travel to external experts</li> <li>The sudden death of Scotland's country co-ordinator have had effect to the implementation of the project especially in Scotland and to the division of labour between the partners. The</li> </ul>	<p>This topic would most likely better serve the needs of SMEs, be more practically orientated and would also raise a lot more discussion on the topic, and interest and coverage in the media. In Scotland there has been recent discussion about the development of less intensive hunting practises and reorientation of hunting towards the "northern hunting tourism model ", since the traditional hunting tourism in Scotland is under serious critique from different interest groups. Also the seminar with this topic could gain some extra funding from the FP7 project. This would guarantee better visibility to the seminar. The monitoring model –theme will form a component of the seminar agenda, but the general approach is wider.</p> <p>North Hunt is much more illustrating than NPPHunt to the target groups and interest groups of the project.</p> <p>In order to participate in our partner video conferences there was a need to have adequate equipment such as web camera and headset. At RBD mobile phones are used instead of stationary phones. That means that there was a need to have a modern model that fits together with the headset because of long and frequent phoning between the partners within the project. No impact on the project implementation.</p> <p>The seminar provided background to the handbook, which will be available as part of project's training material. The travel costs will not likely be all used, change of the internal NLOA budget will help to compensate the seminar costs adequately. Also the NLOA as NGO do not have so many actual staff members. The members of the association work for it from external expert basis, when the expertise or time resources of the few staff members are inadequate.</p> <p>JPS have been informed about the situation and will be informed of any changes that might occur. The tasks have been redesigned by the new project co-ordinator, Scott Newey, so that they will still meet the objectives of the project</p>
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<p>implementation of the project in Scotland is behind of other countries and all the expected co-operation with other MA activities will not take place as planned.</p> <ul style="list-style-type: none"> <li>• The project requested a permit to have an extra SC meeting in Copenhagen.</li> <li>• No budget changes during the fourth reporting period were yet made, however a budget change draft has been made and will be submitted in early summer 2010</li> </ul>	<p>The request has been submitted to JPS, which accepted it. The extra SC meeting was held on 23<sup>rd</sup>-24<sup>th</sup> of March 2010</p> <p>Better allocation of the funds due to different reasons, like unexpected staff costs, division of labour, need for more travel costs for SMEs etc. The justifications have been discussed with JPS and will be attached also to the budget change request.</p>
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## SECTION 10: ADDITIONAL INFORMATION

### 10.1 Feedback and Suggestions

If you have any comments on other things you wish to forward to the secretariat (material, events etc.), please write these comments here.



The co-operation with NPP programme has been in general fluent and the co-operation with the desk officer has been very good and constructive. However, it must be said that the “surprising” new programme management guidelines and introduced practicalities, like mandatory seminars have caused some problems for the implementation, especially since these were not in knowledge nor therefore taken in consideration in the project planning and budgeting phase.

The extra meeting SC was connected to the meeting with the project’s desk officer proved to be a good solution (to meet face-to-face). This helps all the partners, not just the Lead Partner) understand better the requirements and viewpoints the programme implementation sets to the projects and reasons behind different requirements. If possible it might be useful for the desk offices to visit once during the project’s lifetime the SC meeting of all projects on their responsibility (E.g. this is the practise with Leonardo programme in some countries). Nevertheless, it feels a bit strange that the main focus for the project implementation seems to be meeting the spending targets rather than focusing on the outputs and impact of the project activities.

### 10.2 Supporting Documents

Please mark the relevant enclosures. Number the list and the enclosed documents.

- Project Claim**
- Certificates of Expenditure for all partners**
- Summary of Certificates of Expenditure**
- FLC checklist**
- Examples of information material**
- Others:** Annex 1. Minutes from the projects SC meetings during the programme period

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### 10.3 Signature

Please certify that all information given is complete and correct

**Place and date**

**26.8.2010**

**Authorized signature for the Lead partner organisation**

\_\_\_\_\_  
 Sami Kurki director, Ruralia Institute

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