Women on islands, leaders of sustainable tourism

Friday
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Women on islands, leaders of sustainable tourism

Angela Cott
National Trust
General Manager
Brownsea Island

Lyn Bourne
BH Fish
Director
United Kingdom
Brownsea Island

**COUNTRY:** United Kingdom  
**VISITORS:** 140,000 / YEAR  
**INHABITANTS:** 30-70  
**SPECIFIC STATUS:**  
- Purbeck Heaths National Nature Reserve (UK)  
- Special Area Conservation (Heaths, EU)  
- Special Protection Area (Birds, EU)  
- Site of Special Scientific Interest (UK)  
- Ramsar (Birds, Global)  
- Dorset Area of Outstanding Natural Beauty (UK)
PILOT ACTION

BENEFICIARY: BH Fish
PARTNER(S): National Trust
John Lewis & Partners

MAIN ACTIVITIES:

1. Marketing Plan
2. Website development
3. Food Safety Plan for crab processing
4. Fish & Seafood Tasting Event on Brownsea Island
5. Procurement check for NT and JLP
PILOT ACTIONS

KEY RESULTS:

- Increased sales, improved business viability
- Better product range
- Transparent sourcing, and traceability
- Support for sustainable suppliers
- Awareness raising customer base
- Island environmental impact reduced
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Nourhen MATHLOUTHI

Association Jeunes Science Kerkennah

Chargée de mission

Archipel de Kerkennah, Tunisie
Archipel de Kerkennah

PAYS : Tunisie
HABITANTS : 14 500

TOURISTES : 200 000/an
STATUT SPECIFIC : ZICO, Ramsar, future AMCP
ACTION PILOTE : La femme kerkenniène, actrice du développement touristique de Kerkennah

BENEFICIAIRE(S) :
Les femmes de Kerkennah
Indirectement:
• Les gens du tourisme
• Vendeurs des produits artisanaux
• Population de Kerkennah

PARTENAIRES(S) :
• Municipalité de Kerkennah
• Association Jeunes Science Kerkennah
• Union Nationale de la Femme Tunisienne
• Direction régionale du tourisme de Sfax
• Direction régionale de l’artisanat de Sfax

ACTIVITES PRINCIPALES:
1. Session d’information pour présenter le programme Anna Lindh & SMILLO et le plan d’action du projet
2. Formation des femmes en innovation dans le domaine de l’artisanat
3. Organisation d’une compétition des produits innovants
4. Organisation des stands d’exposition
5. Réalisation des vidéos de témoignage des bénéficières
ACTION PILOTE

RESULTATS CLÉS :

• Production des **produits innovants** pour valoriser l’artisanat dans le tourisme durable.

• **Promouvoir** le patrimoine **matériel et immatériel** des îles Kerkennah.

• **Transfert du savoir faire ancestral** pour les générations futures.

• La création d’une **dynamique économique pérenne** dans un objectif de création d’une destination de tourisme durable.
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Annette Mufić Trojković

Family farm „OPG Trojković"

Island of Lastovo, CROATIA
LASTOVO

**COUNTRY:** CROATIA  
**VISITORS:** cca. 10,000 visitors/year  
**INHABITANTS:** cca. 800  
**SPECIFIC STATUS:** Lastovo Nature Park, most remote island
PILOT ACTION

BENEFICIARIES:
Tourists, other women on the island, 
Other family farms on the island, Nature Park

PARTNER(S): Nature Park „Lastovsko otočje"

MAIN ACTIVITIES:
1. Participation of the family farm in the international olive oil competition in London
2. Planting 60 new olive trees on a new plot
3. Organisation of an event open to the public, focused on islanders and visitors, to plant olive trees, taste the oil and discover the oil production process, from the tree to the bottle
4. Make new cuttings on old olive trees in order to enhance a species of olive endemic to the island
5. Updates of the website
**PILOT ACTION**

**KEY RESULTS:**

- Silver Quality Award in the International London Olive Oil Competition (LIOOC 2021) as an indicator of quality obtained through sustainable production.
- We pointed out the impact of climate change and the adaptation of agriculture to it to increase olive yield through the use of a new variety. 60 new olive trees are planted.
- Our central event for the interested public and guests on 30.04.2021 has shown the process of olive growing through the year.
- Sustainability of the project is built through the creation of added value in the creation of olive seedlings that will be planted in future.
- Updates of the website are made to better communicate on the results of this pilot action.
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Name Family Name
STEFANOS VALLIANATOS

Organisation
FOTOESSA

Role
COORDINATE – RESEARCH – PROPOSE – GUIDE - DEVELOPE

Country
GREECE
PAROS at CYCLADES

COUNTRY: GREECE VISITORS: 720,000 / 2019
INHABITANTS: 14,000 / YEAR SPECIFIC STATUS: 2011 census
PILOT ACTION The Spirit Route of Paros

BENEFICIARIES:
Direct: wineries, souma producers, Micro-breweries, agricultural farms, Tavers.
Indirect: locals at large, guides, Shop-owners.

PARTNER(S):
Women's association of Paros & Paros entrepreneurial group

MAIN ACTIVITIES:
1. An interactive app.
2. Experiential visits & tours
3. Cultural heritage narrative
4. Self-use & guided tours possibility
5. Info section
PILOT ACTION

KEY RESULTS:
- Going digital
- Linking existing relevant Initiatives
- Piloting apps for other thematic routes
- Promoting the island's cultural and natural heritage
- Opening to a different tourist segment
- Creating initiatives for enlarged tourist season
- A sense of ownership & pride
- Establishing a domain for a different island branding
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Sílvia Padinha

AMIC
Residents Association of the Island of Culatra

President

Portugal
Culatra Island (Ilha da Culatra)

Country: Portugal
Inhabitants: ±900

Visitors: ±450,000/YEAR
Specific Status: Natural Park (Ria Formosa)
Special Protection Zone, Natura 2000, Wetland of international interest, (…)

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SuSTowns: Enhancing Sustainable Tourism in Small Fascinating Med Towns

BENEFICIARIES:
Island Communities, residents & companies, visitors

PARTNERS:
Make it Better, Municipality of Faro, AMIC

MAIN ACTIVITIES:
1. Participatory Diagnosis
2. Local action groups
3. Info & awareness workshops
4. Capacity Building actions
5. Governance Tools development
6. Best-practices dissemination
**SuSTowns: Enhancing Sustainable Tourism in Small Fascinating Med Towns**

**KEY RESULTS:**
- Local Action Plan for Sustainable Tourism (strategic plan on sustainable tourism development)
- Sustainable Tourism Packages (2 tourist products/packages developed)
- Marketing Plan (developed to support the packages and the territory)
- Responsible Visitor Manifest