



Belgium for  
Biodiversity

# Kick-off - Workshop

Natagriwal asbl





LIFE B4B - Belgium for Biodiversity

Kick-off - Workshop

# Eco & Agro-tourism in Natura 2000 sites

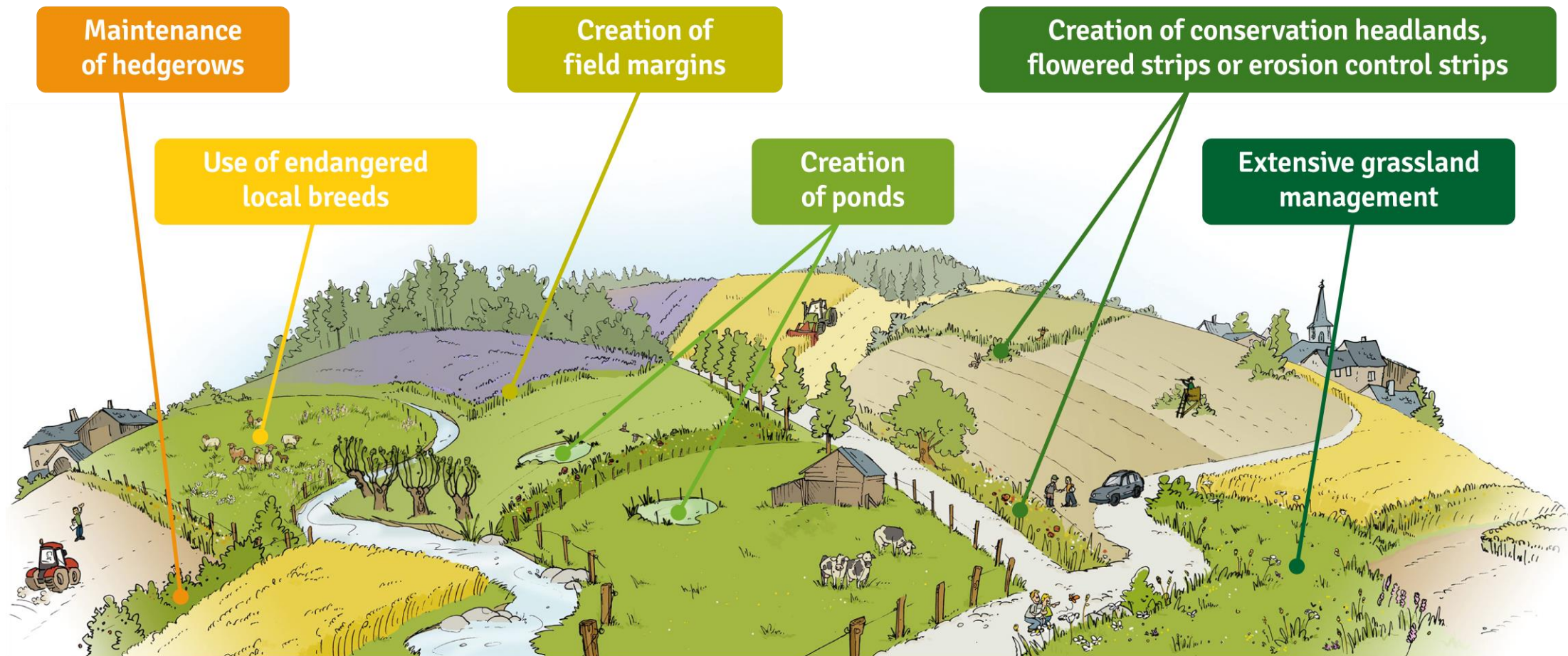
October 11, 2023

Mathieu Halford - Kathleen Mercken - Céline Riche



Belgium for  
Biodiversity

# Promotion and supervision of AECM



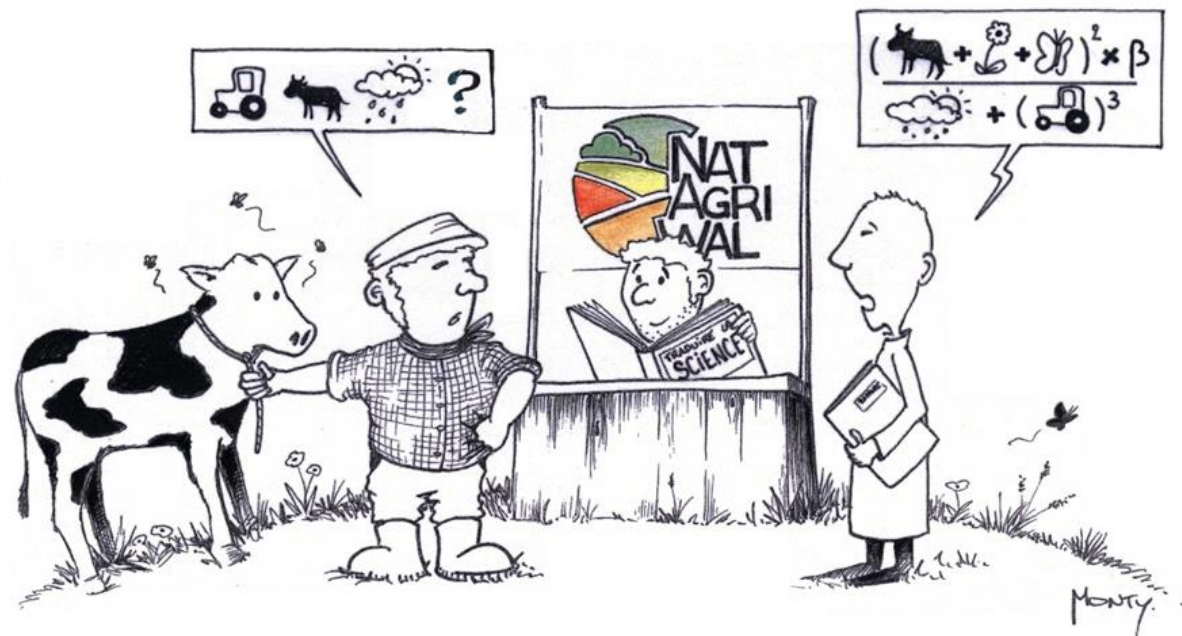
# Plantation of hedges and orchards



**YES WE  
PLANT**



# Other tasks





# slido



Join at [slido.com](https://www.slido.com)

#1301339



# slido



**What percentage of the Walloon territory is covered by the Natura 2000 network ?**







## What percentage of the Walloon territory is covered by the Natura 2000 network?

Multiple Choice Poll 12 votes 12 participants

4% - 1 vote



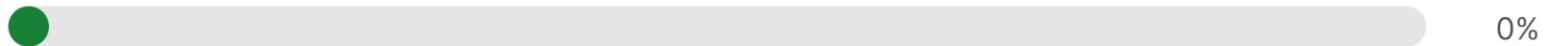
13% - 9 votes



21% - 2 votes



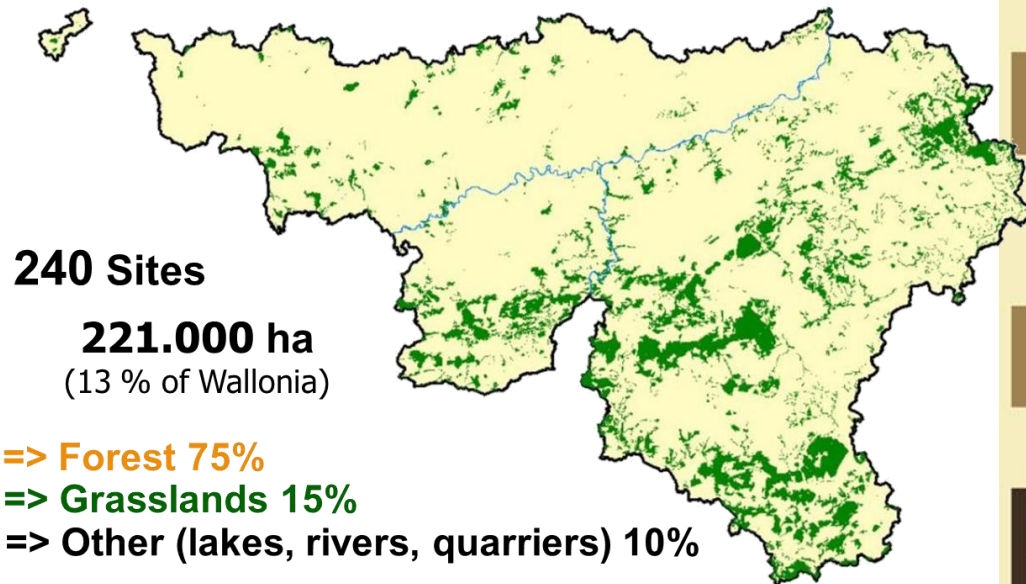
36% - 0 votes



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# Information about Natura 2000 and supervision of ecological restoration projects



**64.000 landowners or managers**  
**(4.400 farmers)**

### Équipe Natura 2000

 <b>Julie Rouer</b> 0499 47 20 94 jrouer@natagrwal.be	 <b>Gwenn Dodeur</b> 0493 14 45 44 gdodeur@natagrwal.be	 <b>Emmanuel Delbart</b> 0493 33 28 60 edelbart@natagrwal.be	 <b>Emily Hugo</b> 0488 06 51 47 ehugo@natagrwal.be	 <b>Arnaud Sepulchre</b> 0493 14 44 80 asepulchre@natagrwal.be
 <b>Mathieu Halford</b> 0496 25 39 62 mhalford@natagrwal.be				
 <b>Ariane Meerschaert</b> 0493 14 05 10 ameerschaert@natagrwal.be	 Carte des directions extérieures du Département de la Nature et des Forêts (DNF) du Service public de Wallonie (SPW)			

**Suivi vétérinaire**  
Conseil aux éleveurs sur la gestion raisonnée des produits antiparasitaires appliqués au bétail présent sur les prairies de haute valeur biologique et les prairies Natura 2000



## Eco & Agro-tourism (action T6.5)



Hiking



Discovering & sleeping



Eating & drinking

Actions & partners	I	II	III
Hiking in Natura 2000 (with GR Sentiers)	X	X	X
Discovering & sleeping (with Accueil Champêtre)	X	X	X
Eating & drinking (with APAQ-W)	X	X	



# slido



How often do you go for walks in Wallonia ?



☰ **How often do you go for walks in Wallonia?**

Multiple Choice Poll   📄 14 votes   👤 14 participants

**Never - 0 votes**



**Sometimes - 10 votes**



**Frequently - 4 votes**



**slido**



# slido



What type of ride/walk do you prefer ?





## What type of ride/walk do you prefer?

Multiple Choice Poll  14 votes 14 participants

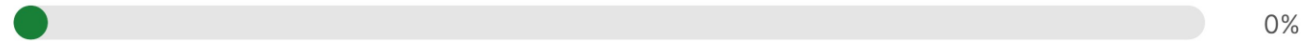
By foot - 12 votes



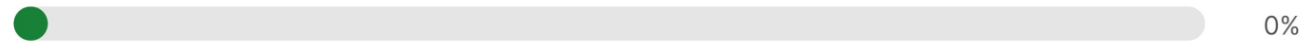
By foot with my dog - 2 votes



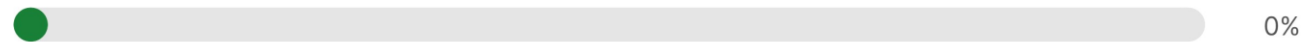
On horseback - 0 votes



By bike - 0 votes



By quad/motobike - 0 votes



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# slido



What length of walk do you do most often ?

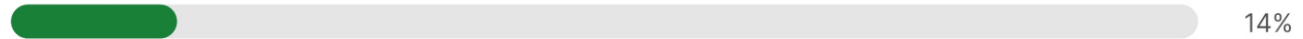




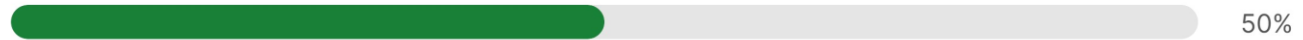
☰ What length of walk do you do most often?

Multiple Choice Poll  14 votes  14 participants

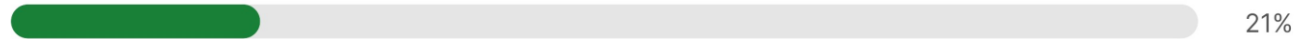
Less than 5 km - 2 votes



Between 5 and 10 km - 7 votes



Between 10 and 15 km - 3 votes



Between 15 and 30 km - 2 votes



More than 30 km - 0 votes



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# Introduction

## Preliminary survey on ecotourism valuation of the Natura 2000 network

- Initial survey realized in February 2021 in collaboration with « Accueil Champêtre en Wallonie » (ACW)
- Target audience = members of ACW : **owners or managers of tourist accommodation structures** (e.g. cottages, guestrooms in rural lands or in farms, educational farms, shops or restaurants in farms, etc.).
- Nb members = 482; **answer rate of 13.3%** (n = 64)
- The objectives were to assess :
  - 1 - the level of knowledge about N2000 of this specific target audience
  - 2 - the perception of Natura 2000 as an opportunity to develop ecotourism activities (e.g. hiking)
  - 3 - the need for information

Survey based on the assumption that **Natura 2000 is an opportunity** for those owners/managers whose clients rent accommodation **to walk/hike in nature.**

→ Natura 2000 as a good **branding/added value** for private owners of tourist accommodations.

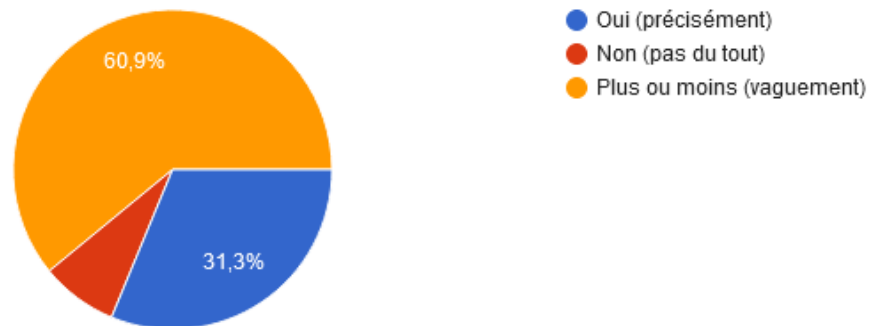


# Introduction

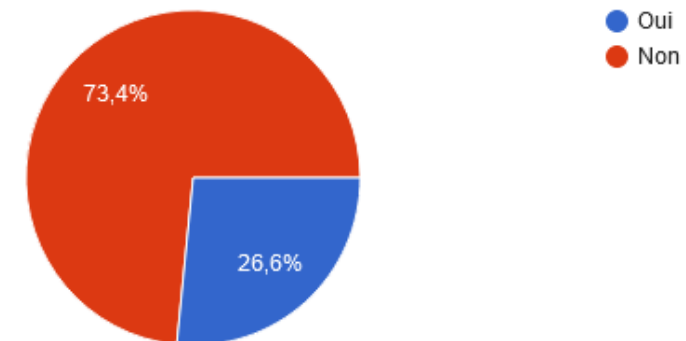
## Survey on ecotourism valuation of the Natura 2000 network in tourist accommodation structures

### Main results

*Do you know what is the Natura 2000 network :*



*Do you feel enough informed about  
the Natura 2000 network and its assets ?*

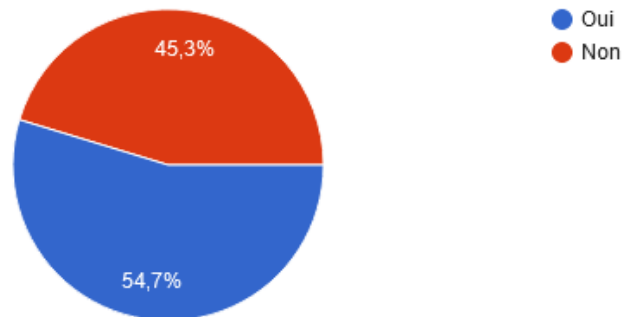


# Introduction

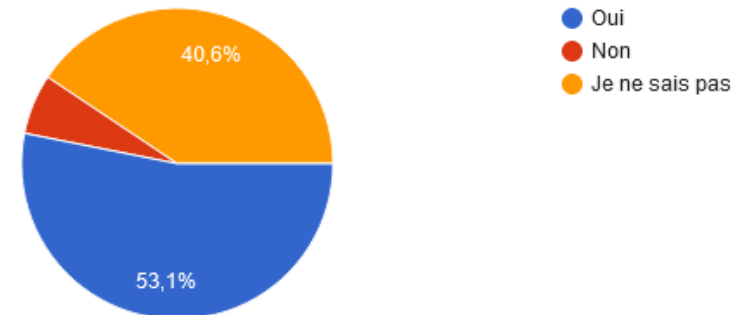
## Survey on ecotourism valuation of the Natura 2000 network in tourist accommodation structures

### Main results

*Do you know if your housing/accommodation  
is located in a Natura 2000 site ?*



*Do you think that the Natura 2000 network  
is an opportunity to promote your activities ?*

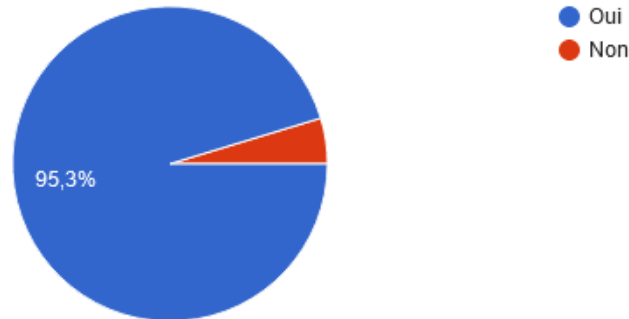


# Introduction

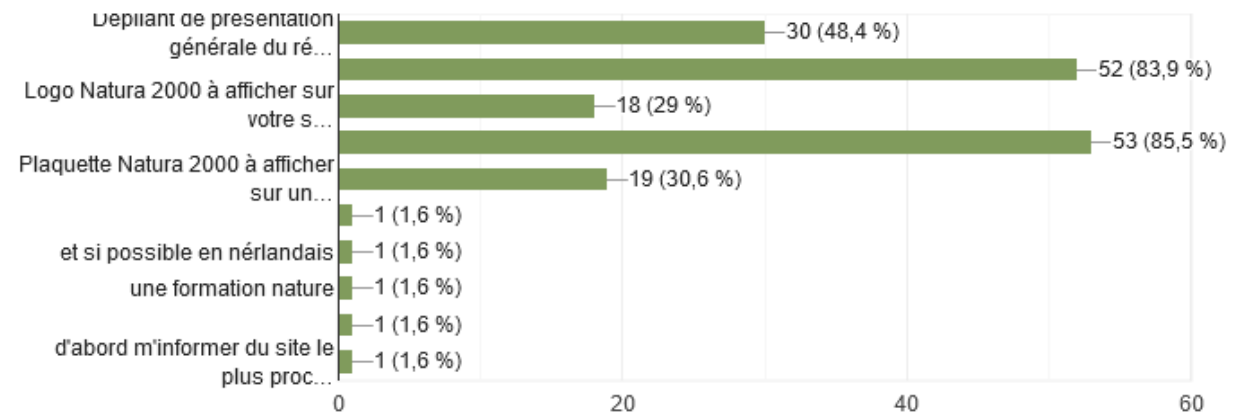
## Survey on ecotourism valuation of the Natura 2000 network in tourist accommodation structures

### Main results

*Are you interested in information on the Natura 2000 sites  
in your region to disseminate to your guests/clients ?*



*If yes, in which form ?*



### In order of importance ("top 3") :

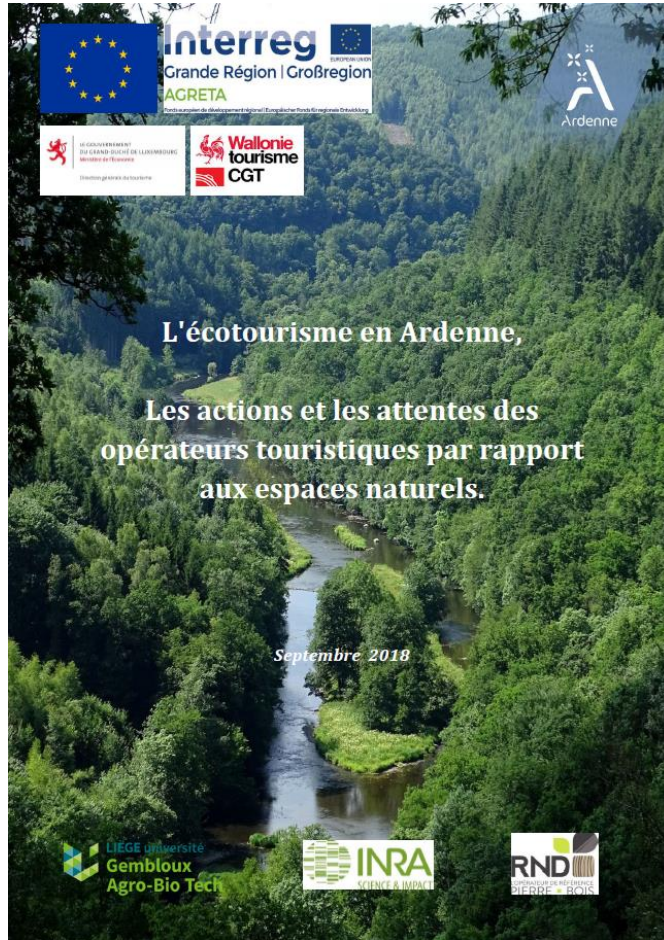
1 - map of trails or hikes in Natura 2000 sites; 2 - information fact sheets on Natura 2000 sites; 3 - leaflet about the Natura 2000 network

Other : information panel/board; logo of N2000; educational tool (in NL if possible); training session



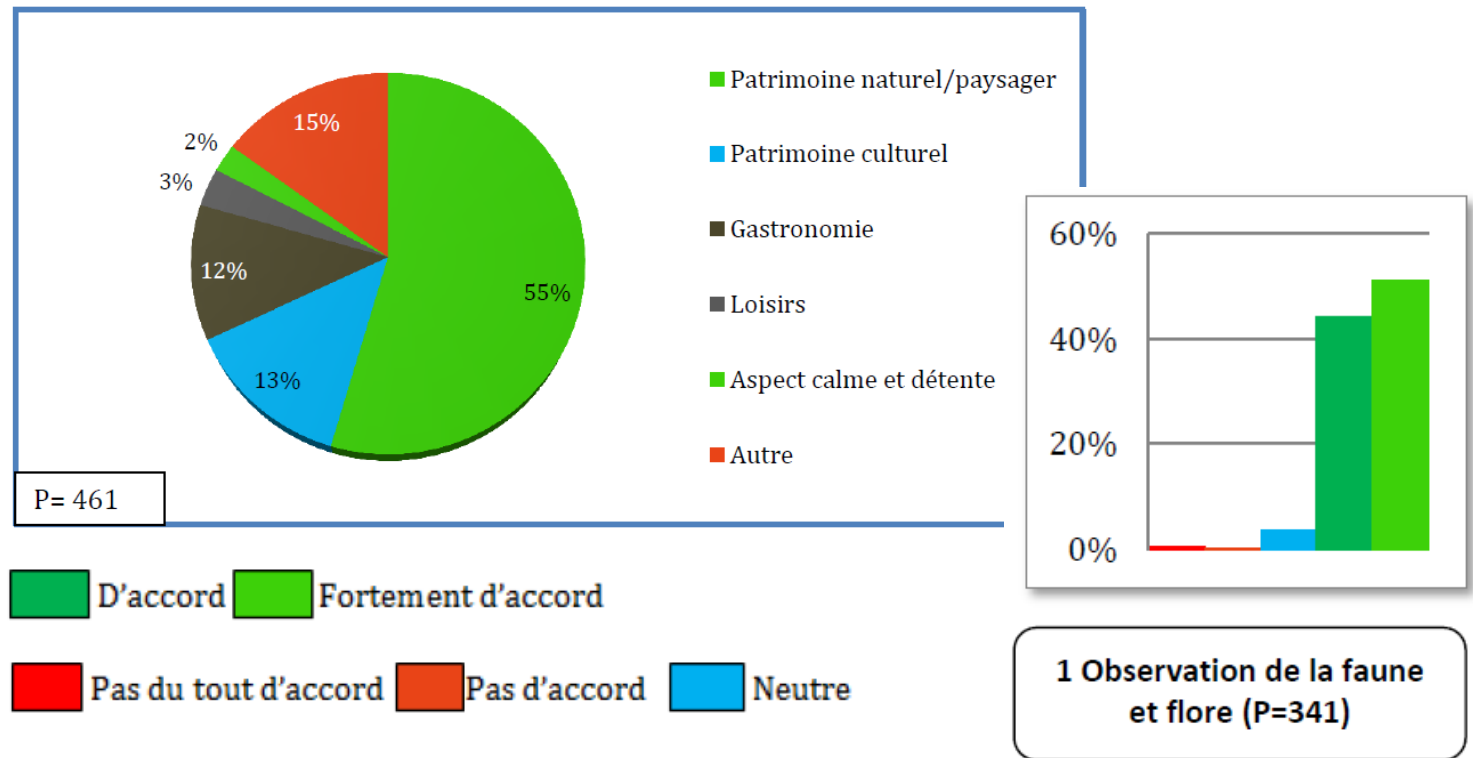


# Introduction



## Results in line with a previous study (AGRETA project, 2018)

*Why visitors come to your company ?*



**Questions ?**

**Remarks ?**

**Suggestions ?**





# Methodology

Collaboration with **GR sentiers & Accueil Champêtre**

in order to propose **hikes in Natura 2000 sites** where biodiversity will be highlighted



**Accueil Champêtre en Wallonie**

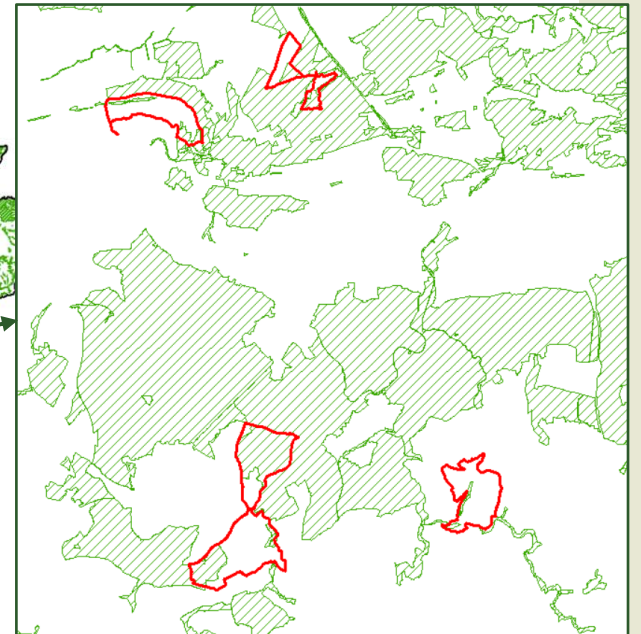
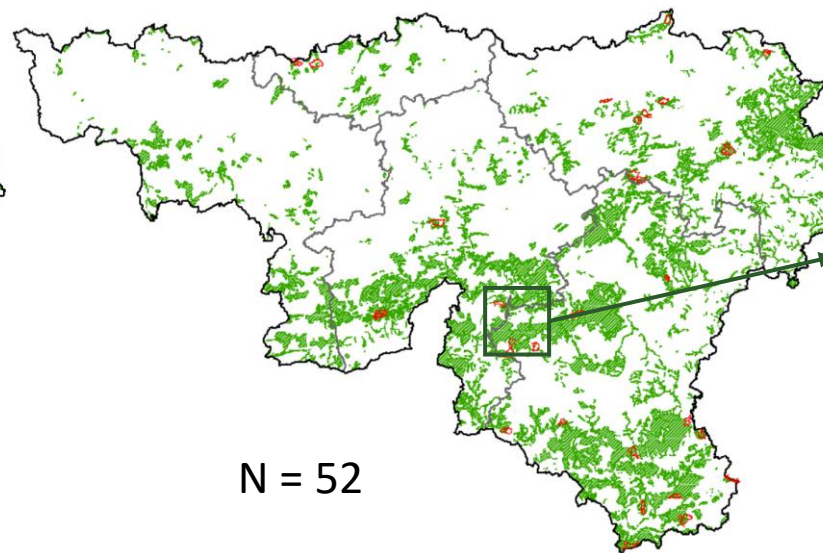
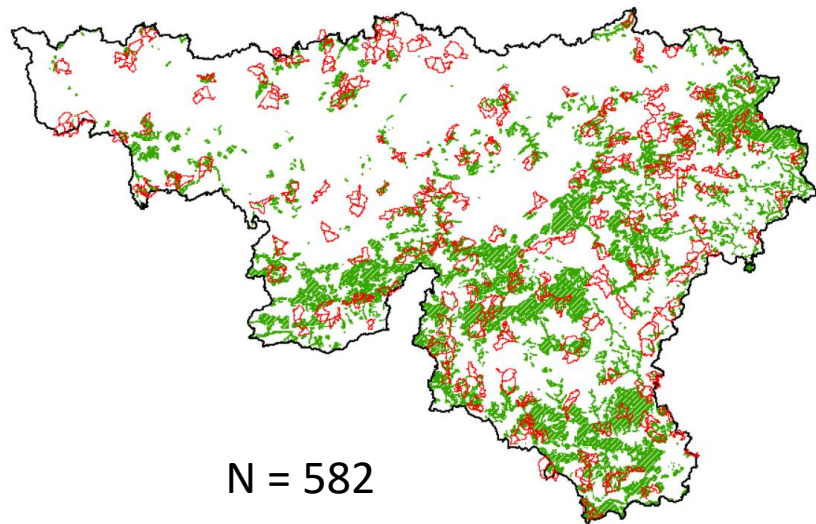
Votre spécialiste en gîtes, chambres d'hôtes, magasins et restaurants à la ferme, fermes pédagogiques, location de salles et loisirs à la ferme et à la campagne.

- Séjours, gîtes et chambres d'hôtes
- Magasins à la ferme
- Restaurants à la ferme
- Fermes pédagogiques
- Loisirs et Team Building
- Salles & séminaires



# Methodology

- **Step 1 : select walks or hikes in the Natura 2000 network**
  - Initial dataset from GR sentiers of 582 loops (confidential data)
  - Selection of short loops (“family” hikes of 7-13 km) included in or along Natura 2000 sites



# Methodology

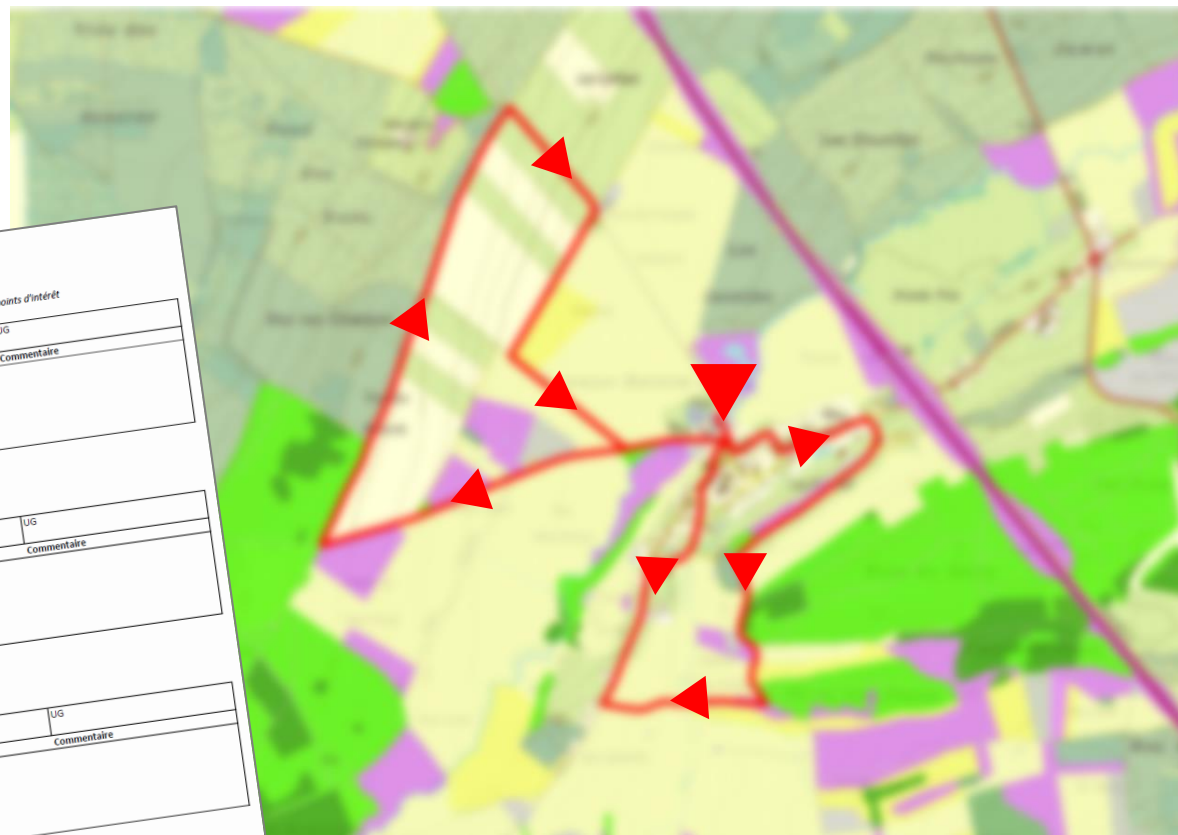
- **Step 2 : develop a protocol to note focal points of biodiversity**

- observation of Natura 2000 habitats & species
- photos and short description
- between 5 and max. 10 interest points

- **Step 3 : test in the field**



Code randonnée		
Date		
Conseiller.ère		
Voir carte avec la boucle et les UG - pointer entre 5 et max. 10 points d'intérêt		
Point intérêt ...	Localisation X :	UG
	Y :	Commentaire
Habitat/habitat d'espèces		
Ou autre(s) élément(s) remarquable(s) :		
Point intérêt ...	Localisation X :	UG
	Y :	Commentaire
Habitat/habitat d'espèces		
Ou autre(s) élément(s) remarquable(s) :		
Point intérêt ...	Localisation X :	UG
	Y :	Commentaire
Habitat/habitat d'espèces		
Ou autre(s) élément(s) remarquable(s) :		



# Example



Oak forest classified as indigenous habitat of high biological value (9160)

3



Hay meadow rich in flowers (6510)

1

*Melanargia galathea* in chalk grasslands (6210)



4



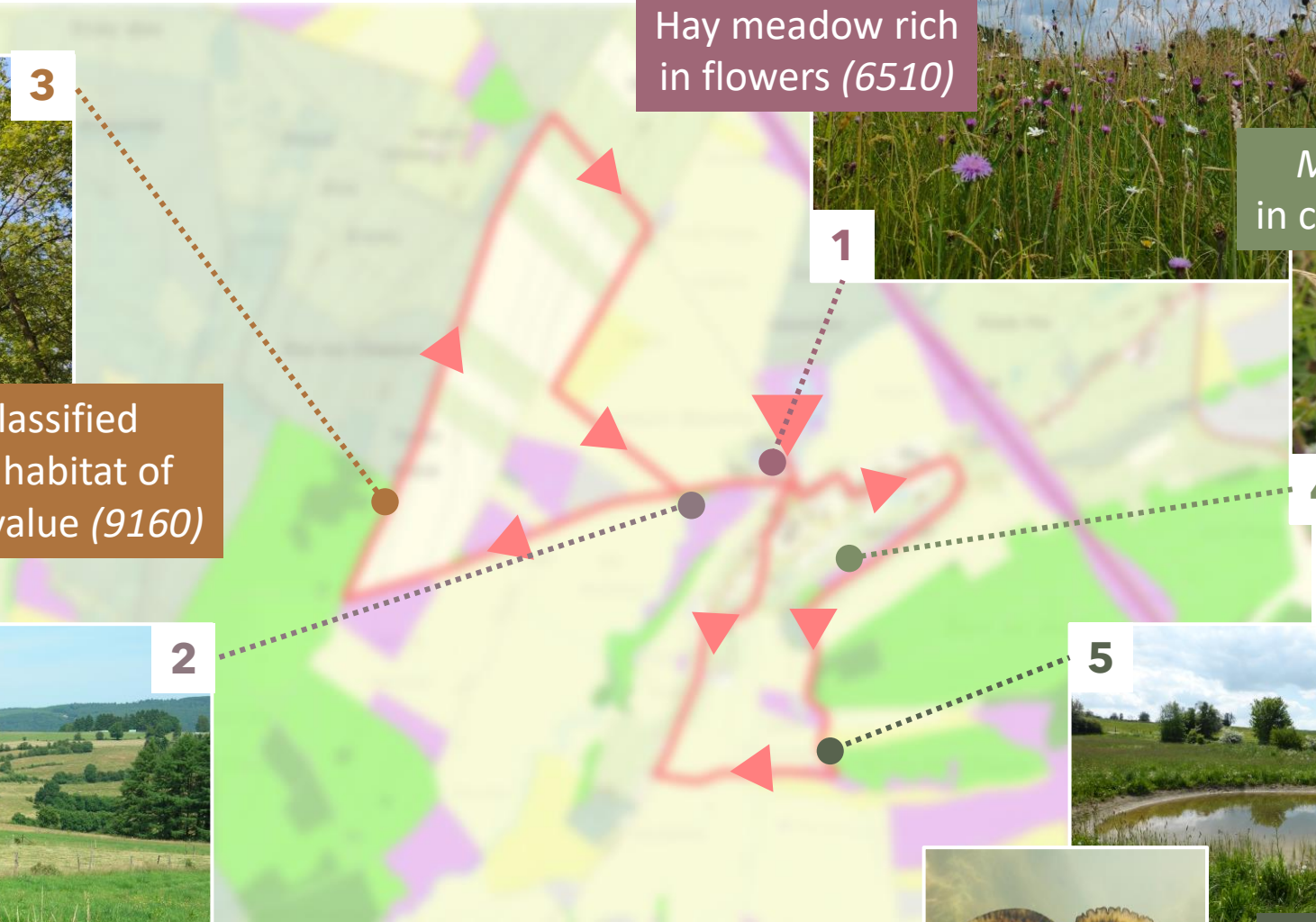
Habitat of *Lanius collurio*

2



*Triturus cristatus* in water pond

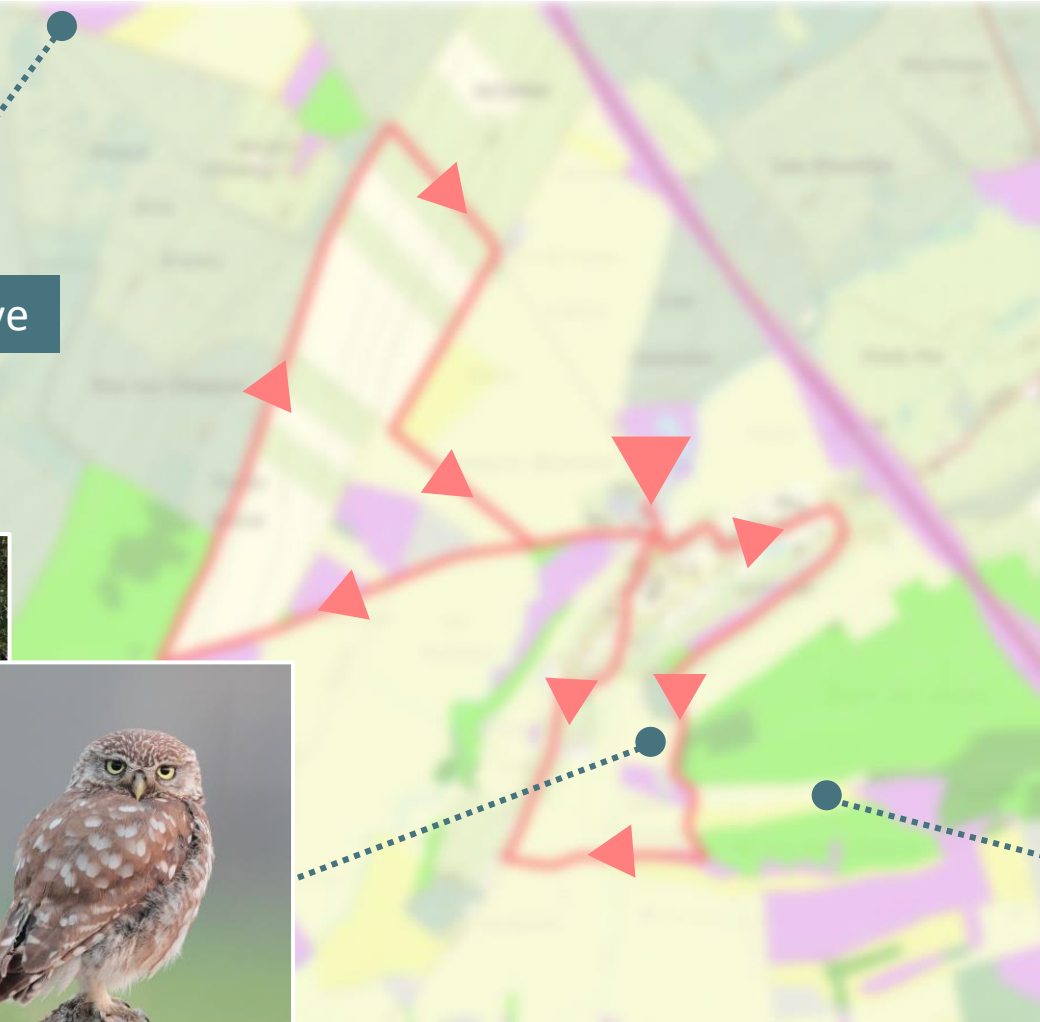
5



# Example

## Other relevant information

Natural reserve



### OPÉRATION de RESTAURATION ÉCOLOGIQUE

du Programme wallon de Développement Rural

PROPRIÉTAIRE ENGAGÉ DANS UN PROJET VISANT À PROTÉGER LA BIODIVERSITÉ ET LE PATRIMOINE NATUREL DE NOS RÉGIONS

Ce programme subventionne des travaux visant à favoriser les habitats et les espèces Natura 2000, restaurer ou entretenir des prairies, terres, zones humides, et autres milieux semi-naturels (y compris les vergers), pour de futures parcelles protégées par pâturage extensif, moutonnement de moutons pour les habitats, plantations, etc.

PRÉSERVER LA NATURE EN RESTAURANT SUR LES CHEMINS AUTORISÉS

www.natagri.wal.be

### Agriculteur engagé dans le programme agroenvironnemental

**NAT AGRI WAL**

**Prairies maigres de fauche**  
Ces prairies peu fertiles et riches en fleurs sont traditionnellement entretenues par fauche, ce qui permet le maintien de plantes et d'insectes comme le chrysomèle à crête de gris ou le mégastèle.

**Prairies humides**  
En bordure de cours d'eau ou sur des sols détrempés, se développent des prairies humides comme la prairie à bécot, la prairie humide à ronce ou la prairie à ronce.

**Prairies abritant une espèce protégée**  
Certains prairies sont les habitats privilégiés d'espèces animales ou végétales protégées comme l'orchis de nos champs ou le papillon de nuit.

**Prairies sèches ou calciques**  
Ces prairies riches en minéraux sont souvent situées sur des sols secs ou rocheux. Elles sont généralement entretenues par pâturage avec des vaches ou des chèvres.

**Cette parcelle est une prairie de haute valeur biologique**

**Ce milieu riche en biodiversité contribue à préserver la flore et la faune de notre région**

Les prairies de haute valeur biologique sont des habitats avec une grande diversité botanique ou une faune remarquable. Souvent issues des anciennes pratiques agro-pastorales, elles sont de plus en plus rares dans nos paysages agricoles.

Elles sont entretenues par un agriculteur à travers un contrat renouvelable de 5 ans. Un cahier des charges spécifique est déterminé avec un conseiller de Natagriwal. Elles sont gérées par fauche tardive ou pâturage extensif. Elles ne reçoivent ni engrais, ni pesticides.

www.natagri.wal.be

Ecological restoration project, AEM



# Example

Link with sleeping, eating & drinking ...



# Objectives & deliverables

## Hiking

- 30 specific hikes in Natura 2000 sites where biodiversity is highlighted (PDF, QR codes, apps)
- Information on Natura 2000 in new topo-guides (printed versions)



## Discovering & sleeping

- 100 accommodation structures with a **communication toolkit** about Natura 2000 (ideas ?)
- Next step = crossing the data with locations of accommodation in order to select Natura 2000 hikes close with structures.

## Eating & drinking

- List of farmers (with local products) involved in the AE program and/or located in the Natura 2000 network
- 20 events for promoting local products from farms involved in the AE program and/or the Natura 2000 network



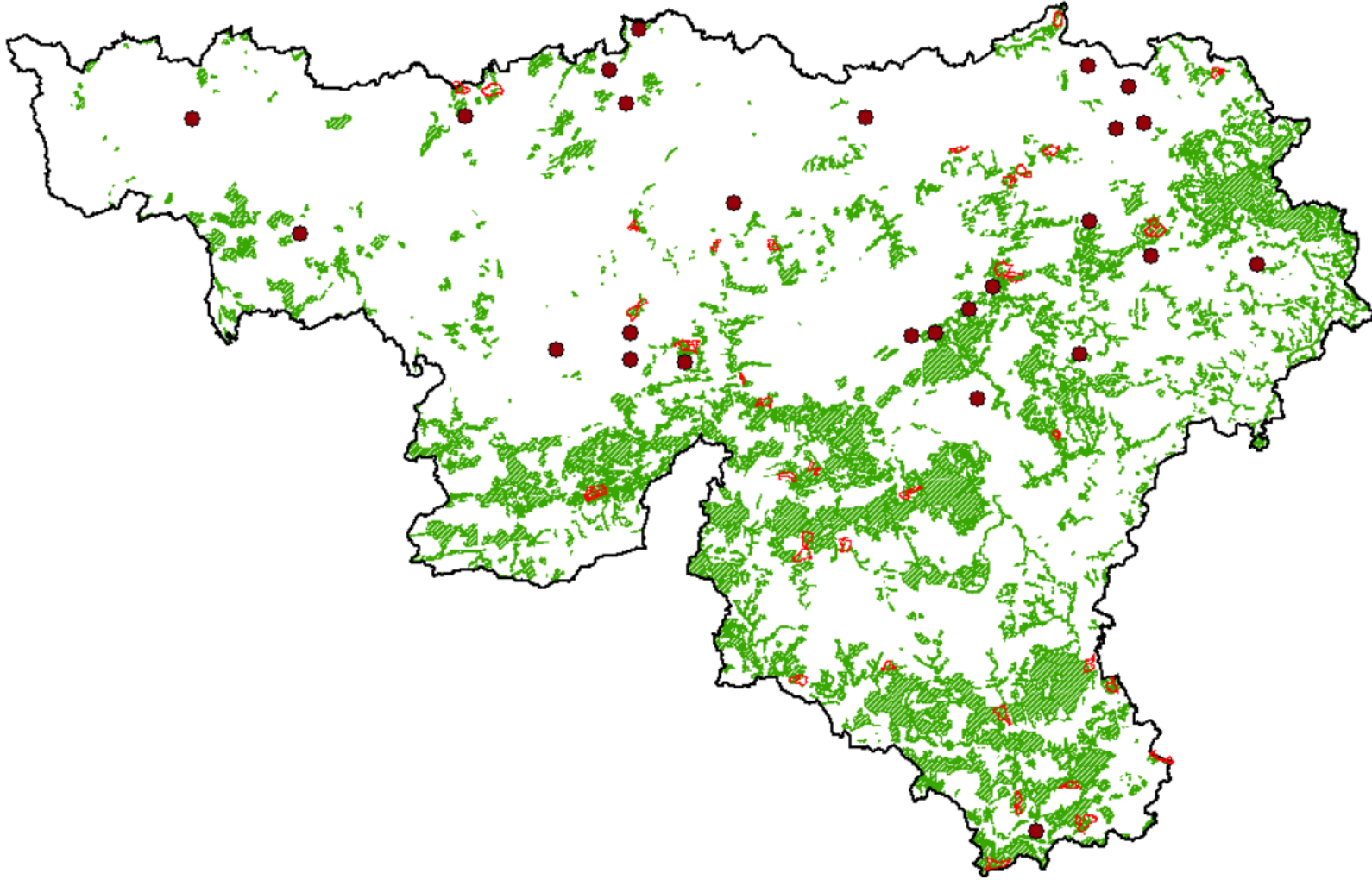
## Next steps

- Meeting with la “Fédération des Gîtes & Chambres d’hôtes de Wallonie”
- Crossing the data to have 30 hikes close to accommodation structures
- Test hikes in 2023 (on progress)
- Field & collecting all observations in 2024
- First operational QR code in 2024
- Content of the communication toolkit (2 levels) :
  - general toolkit
  - specific toolkit





## Next steps



**Questions ?**

**Remarks ?**

**Suggestions ?**





***Coffee break***

***15 minutes***



# Discovering and sleeping

- Information sessions
- Communication kit for 100 logdes in or near the Natura 2000 network
  - Leaflet presenting the Natura 2000 network as well as the hikings
  - The description sheet of the nearby Natura 2000 site
  - Nature hikes possible in or around the site concerned
  - A way to indicate to visitors that the accommodation is located in a Natura 2000 site



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**Could you please give us other ideas of tools to include in the communication kit ?**





## Could you please give us other ideas of tools to include in the communication kit?

Wordcloud Poll  14 responses 8 participants



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# slido

You are on vacation with your children in a lodging and it is raining.

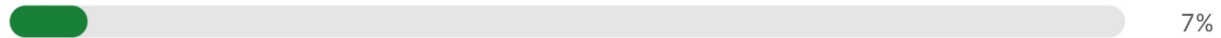
What game, transformed into a “Natura 2000 game”, would you like to have available in the lodging ?



☰ You are on vacation with your children in a lodging and it is raining. What game, transformed into a “Natura 2000 game”, would you like to have available in the lodging ?

Multiple Choice Poll  14 votes  14 participants

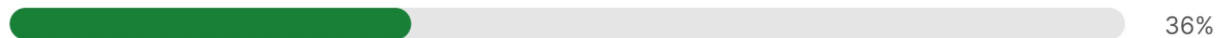
Monopoly - 1 vote



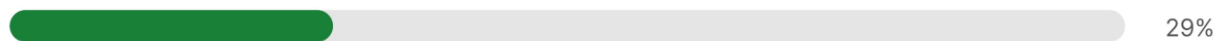
Uno - 4 votes



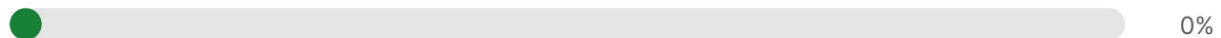
Pictionary - 5 votes



Memory - 4 votes



We won't play board game - 0 votes



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## Eating and drinking

Valorization of products from farms engaged in Agro-Environmental and Climatic Measures and/or located in the Natura 2000 network

### Ideas :

- Testimonials
- Short video clips
- Events (open farms, agricultural fair, gourmet walks, ...)
- Mention on the product of the origin of a farm in Natura 2000 or committed to AECM



# Eating and drinking



Example of a product (rice) with the Natura 2000 label directly printed on the packaging.



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**Would you be more inclined to buy a product if you know that it comes from a farm in the Natura 2000 network or committed to AECM ?**





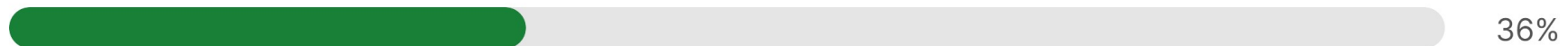
Would you be more inclined to buy a product if you know that it comes from a farm in the Natura 2000 network or committed to AECM?

Multiple Choice Poll 14 votes 14 participants

Yes - 9 votes



Maybe - 5 votes



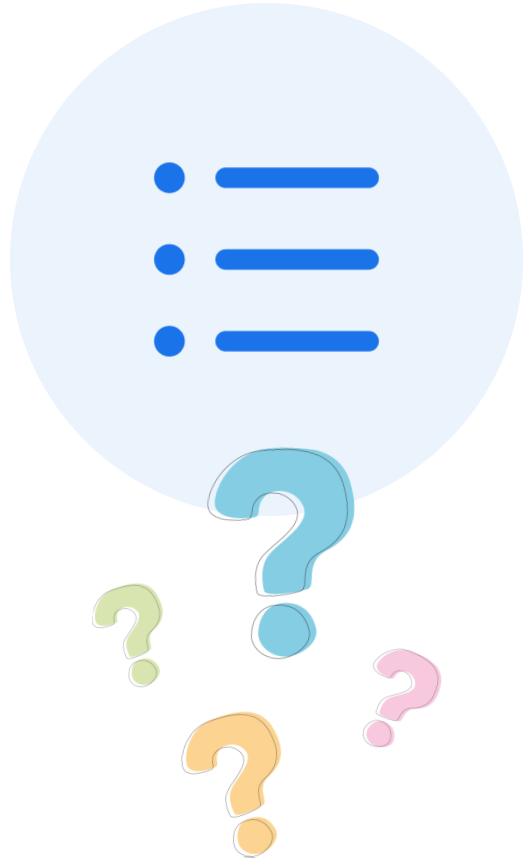
No - 0 votes



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# slido



**Would you be interested  
in participating in a gourmet walk  
in the Natura 2000 network ?**





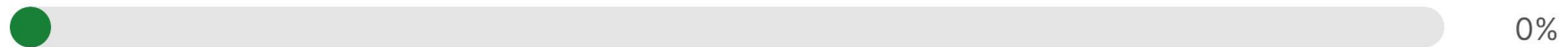
## Would you be interested in participating in a gourmet walk in the Natura 2000 network?

Multiple Choice Poll 12 votes 12 participants

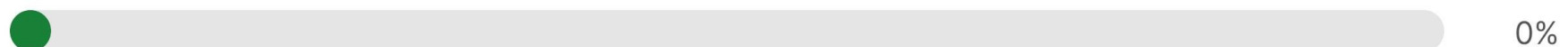
Yes - 12 votes



Maybe - 0 votes



No - 0 votes



slido



# slido



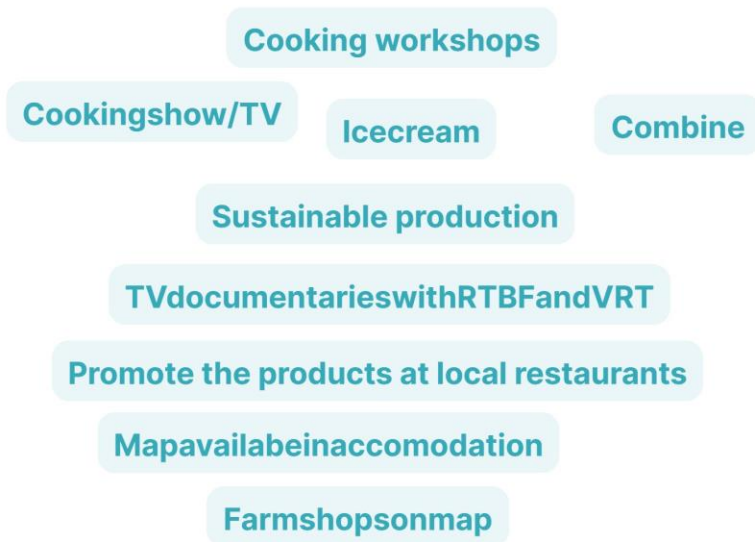
**Could you please give us more ideas to promote products from farms in the Natura 2000 network or committed to AECM?**





Could you please give us more ideas to promote products from farms in the Natura 2000 network or committed to AECM?

Wordcloud Poll 9 responses 8 participants



slido





**Questions ?**

**Remarks ?**

**Suggestions ?**





**Thanks !**

**Dank u !**

**Merci !**

[www.natagriwal.be](http://www.natagriwal.be)

[kmercken@natagriwal.be](mailto:kmercken@natagriwal.be)



Belgium for  
Biodiversity