



## Project title

Attractive Hardwoods - Best practice in tourism development, marketing and sustainable management of Attractive Hardwoods

Natural landscapes offer us their beauty and richness. How can special areas such as forest complexes, protected landscape areas of Natura 2000 be employed to create a sustainable and trending offer in order to bring more people closer to the nature and boost the cross-border in- and off-season ecotourism in the South Baltic Region? The Attractive Hardwoods project gathers partners from Lithuania, Poland and Sweden representing organisations from different sectors authorities, organizations, entrepreneurs, private companies and tourist operators and different fields: forestry, nature conservation, tourism. It quests for solutions for developing the hardwoods ecotourism and increasing business opportunities through joint marketing actions, development of hardwood pilot areas, customized services and products. The cross-border cooperation plays the key role as an effective tool in facing shared challenges and promoting best practices, strengthening the organisations and creating international bonds. "Attractive Hardwoods" follows up on results of the 'Hardwoods are good' project (Interreg South Baltic 2007-2013). The preparatory work for the project was assisted by the EUSBSR Seed Money Facility.

Attractive Hardwoods is a flagship project under the EU Strategy for the Baltic Sea Region, which means it demonstrates the progress of the Strategy and may serve as an inspiration for desired actions in a given field.

## Project total eligible budget

1 493 252,65 EUR

ERDF

1 189 875,44 EUR

Project start date: 01 Jul 2016 Project end date: 30 Jun 2019

Lead partner : Swedish Forest Agency ([www.skogsstyrelsen.se/en/attractive-hardwoods](http://www.skogsstyrelsen.se/en/attractive-hardwoods))

Sweden

Project partners:

- Region Blekinge, Sweden ([regionblekinge.se](http://regionblekinge.se))
- County Administrative Board of Blekinge, Sweden ([www.lansstyrelsen.se/blekinge](http://www.lansstyrelsen.se/blekinge))
- Regional Directorate of State Forests in Gdansk, Poland ([www.gdansk.lasy.gov.pl](http://www.gdansk.lasy.gov.pl))
- Pomorskie Tourist Board, Poland ([www.prot.gda.pl](http://www.prot.gda.pl))
- Directorate of Žemaitija National Park, Lithuania (<http://zemaitijosnp.lt/en/>)

Associated partners

Visit Blekinge, Sweden ([www.visitblekinge.se/en/](http://www.visitblekinge.se/en/))

Blekinge Archipelago, Sweden

Ronneby municipality, Sweden (<https://www.ronneby.se/>)

Regional Directorate of Environmental Protection in Gdańsk, Poland ([gdansk.rdos.gov.pl](http://gdansk.rdos.gov.pl))

Samogitian Rural Tourism Association, Lithuania

Lithuanian Fund for Nature, Lithuania (<http://www.glis.lt>)

Plunge district municipality, Lithuania ([www.plunge.lt](http://www.plunge.lt))

Telsiai State Forest Enterprise, Lithuania

# Umbrella



State Service for Protected Areas under the Ministry of Environment, Lithuania  
Scanian Landscape Foundation, Sweden ([en.skanskalandskap.se](http://en.skanskalandskap.se))

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