



Introducing the PAN Parks Foundation

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PAN Parks Foundation

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## Who are we?

**PAN Parks Foundation is a non-for-profit organisation registered in the Netherlands with premises in Hungary**

- founded by WWF, the conservation organisation, and Molecaten in August 1997 (registered as a legal entity in 1999) to create a network of best managed wilderness areas of Europe
- PAN Parks is a premium European brand, which guarantees protection of nature and offers tourism development

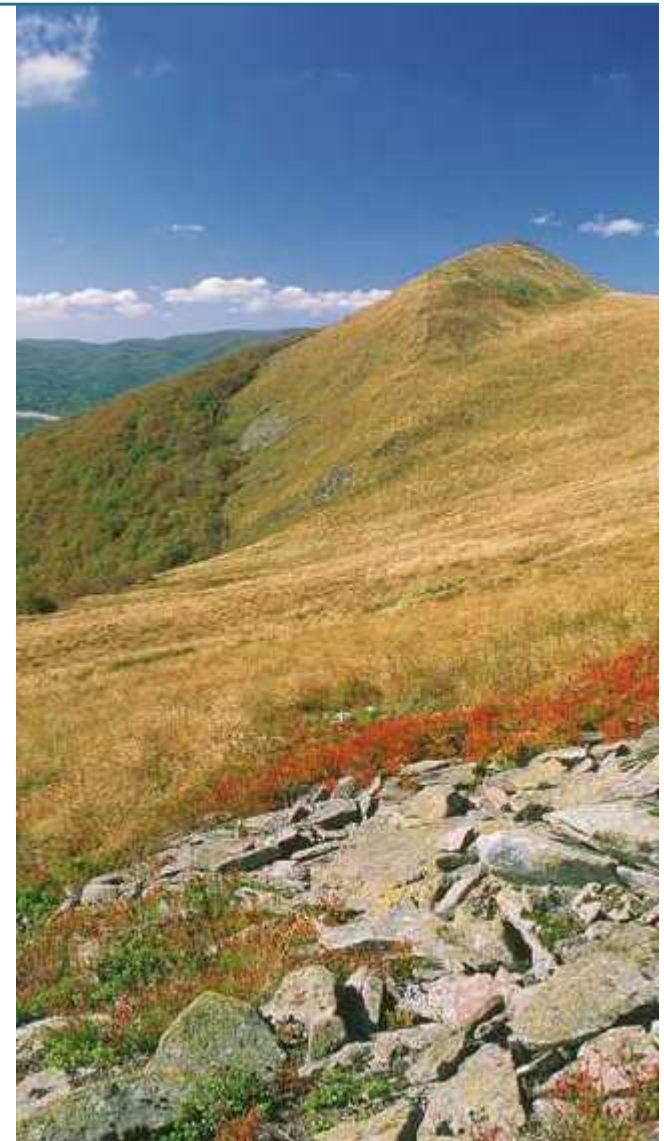


Photo: Ryszard Nater

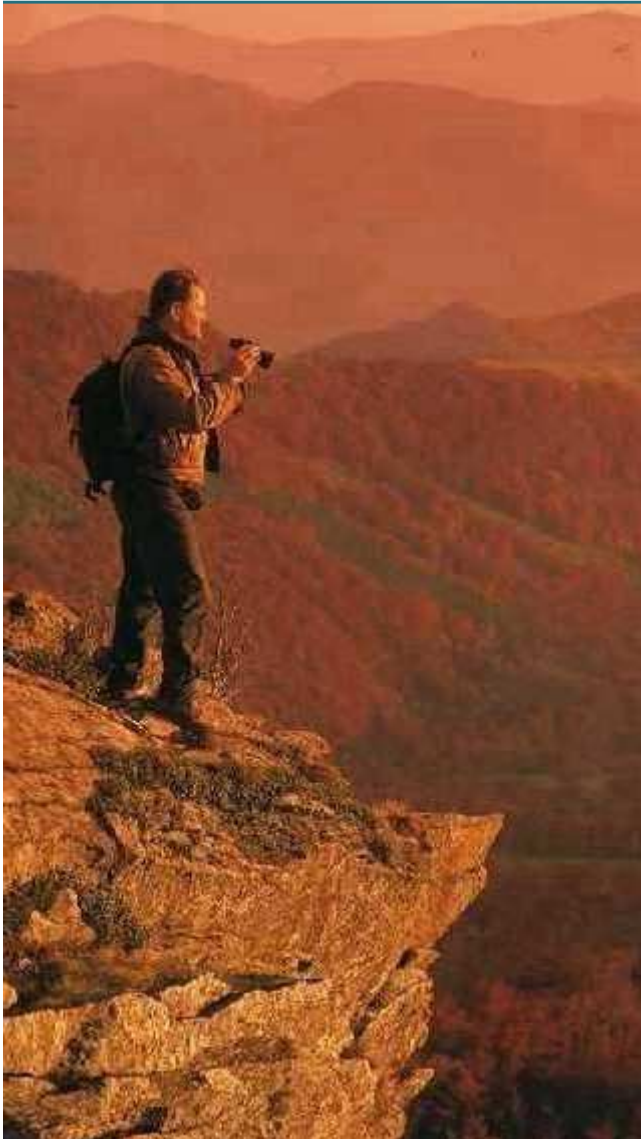


Photo: Ryszard Nater

## PAN Parks Vision

**Guaranteed high level protection of Europe's wilderness capitals supported by all Europeans**

## PAN Parks Mission

**PAN Parks Foundation develops the possibility for people to enjoy Europe's wilderness by:**

- increasing the management effectiveness of protected areas
- developing high quality sustainable tourism packages
- creating a role model of sustainable financing for nature conservation

**We want to turn tourism from a threat to an opportunity for nature conservation**

**Our tourism vision is to develop Europe's premium wilderness tourism brand**

- we consider tourism as a promising new financial and awareness raising mechanism for nature conservation
- we define tourism industry as a strategic partner sector
- learning from the US National Park system
- we want to see protected areas well-managed from conservation and tourism point of view
- our parks offer high a unique wilderness experience in Europe

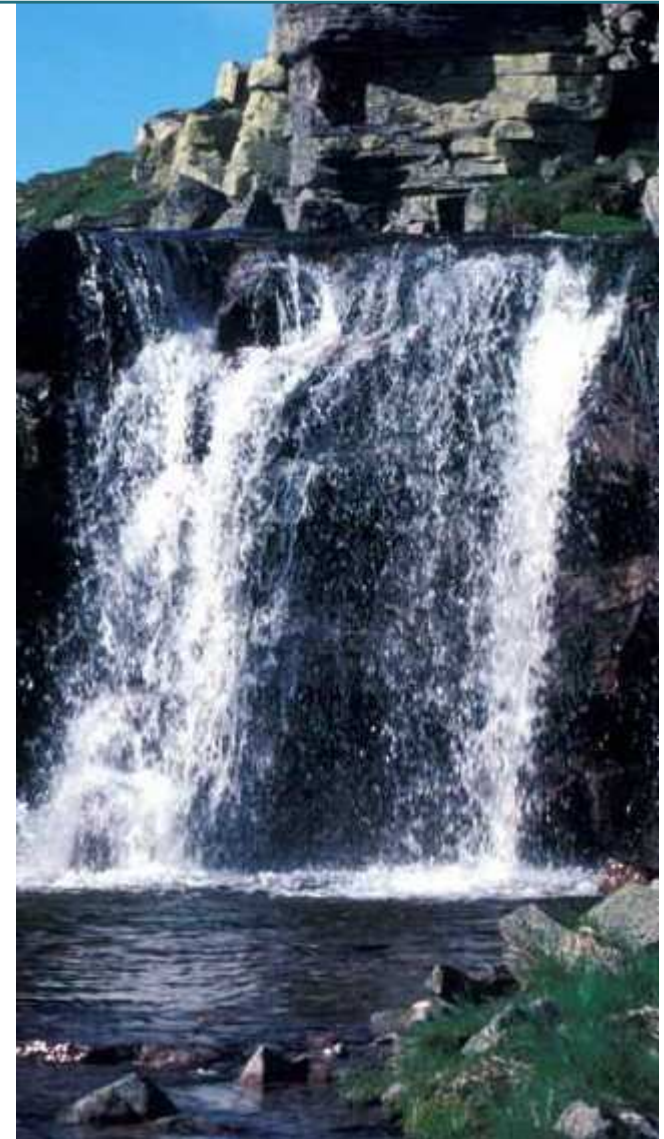
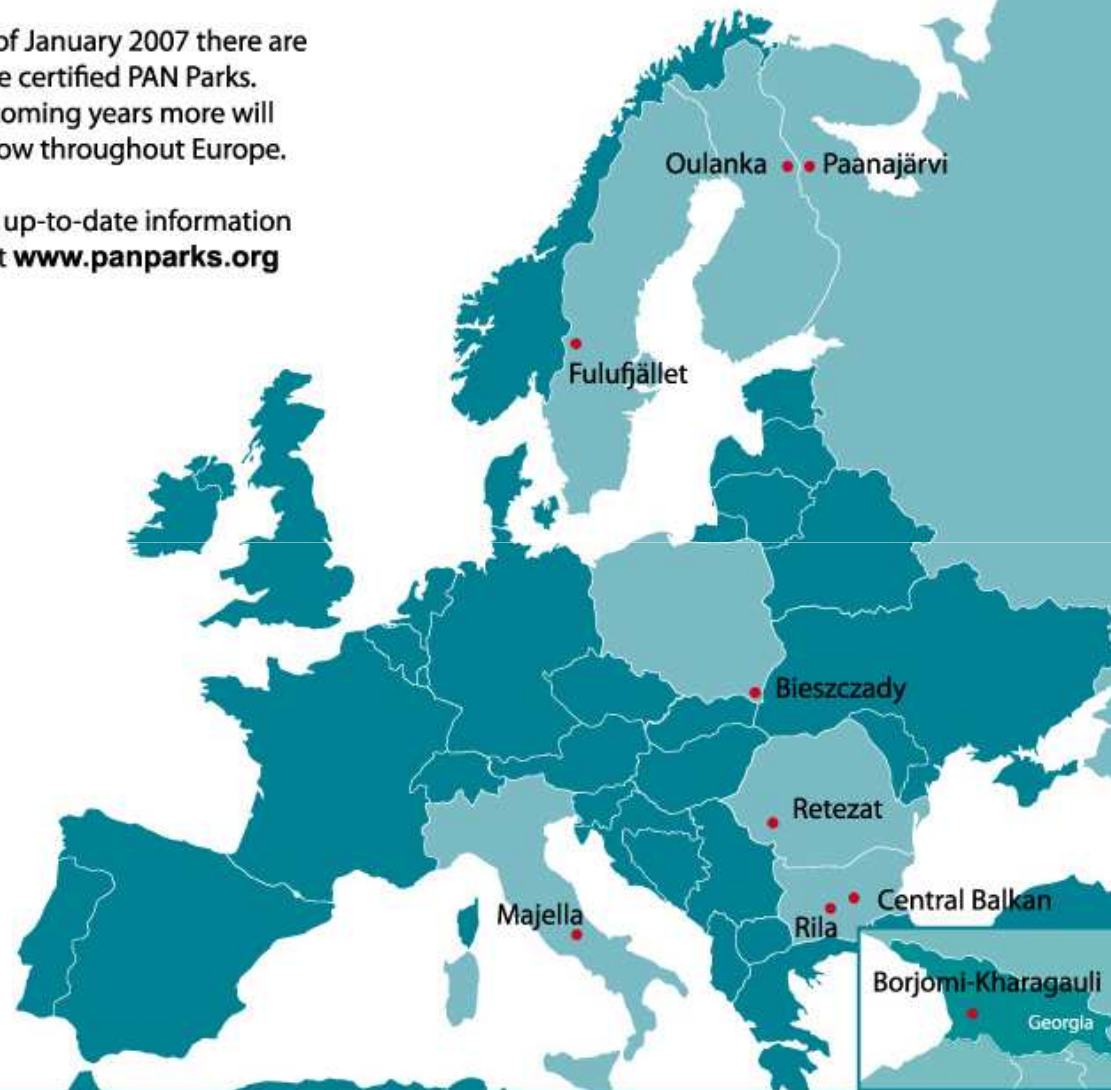


Photo: Lennart Bratt

As of January 2007 there are nine certified PAN Parks. In coming years more will follow throughout Europe.

For up-to-date information visit [www.panparks.org](http://www.panparks.org)



## What is PAN Parks in practice?

**Our network stretches from the Arctic to the Mediterranean and the Caucasus**

- places providing a unique experience for people who want to preserve, support and enjoy Europe's wilderness
- a network of 9 protected areas
- an innovative concept for the corporate sectors to present its commitment to the future generations
- we do not own these areas!

## **What is the growth potential of PAN Parks Foundation** **We foresee about 25/30 PAN Parks in Europe**

- high mountain destinations in France (Mercantour NP), Italy (Gran Paradiso NP), Spain (Sierra Nevada, Picos de Europe, Aiguestortes NPs), Slovenia (Triglav NP) and Austria (Hohe Tauern NP)
  - traditional green destinations in Germany (Bayerische Wald NP) Portugal (Penede Geres NP), Scotland (St. Kilda with North Harris estate), Slovakia (Slovensky raj, Tatra NPs) and Hungary (Aggtelek NP)
  - marine and freshwater destinations for instance in Germany (Vorpomeranische and Muritz NPs)
  - outside Europe (Georgia, Turkey, Africa)
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## Achievements

### Creating a new brand!

- 220000 hectares European wilderness quality certified for conservation and visitors management effectiveness
- More than 5 million € mobilised for PAN Parks Accommodation
- 6 tour operators and 42 local entrepreneurs contracted
- PAN Parks Foundation represents a concept, which combines conservation, communications and marketing opportunities



We search corporate partners to build a premium brand

**We need investors:**

- 1) to develop high quality tourism offer**
- 2) to build Europe's wilderness tourism brand**
- 3) to invest in sustainable nature-based tourism**

- develop high quality accommodations in Europe's best wilderness destinations
  - better access to local partners and municipalities around the Certified PAN Parks
  - concrete contribution to the quality protection of Europe's best protected areas
  - access to innovative public-private partnerships
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**Molecaten and PAN Parks Foundation developed the concept of PAN Parks Accommodation bv**

**Channel tourism revenues for nature conservation and provide profit for investors**

- **Vision: To preserve Europe's nature in a commercially viable manner**
- **Mission: To provide appropriate accommodation for renting at certified PAN Parks to generate income for its shareholders, to stimulate the local economy and to provide financial support for nature conservation through PPF.**

**We aim to develop our concept globally relevant**

**However we still focus on Europe to consolidate the concept and ensure self-sufficiency**

- PAN Parks Foundation guarantees the quality of the park investors provide the opportunity for sustainable development from economic and social point of view
  - We are interested in sustainability of our destinations (social, economic, ecologic and management)
  - PAN Parks Wilderness Club concept (partnership with the corporate sector, March 2, launch in summer)
  - We are setting up a Trust Fund
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**support, preserve, enjoy Europe's wilderness!**

[www.panparks.org](http://www.panparks.org)