The contribution of GREENPARK to business in the regions of Latvia's national parks

LAG Cēsu rajona partnerība/ The Gauja National Park

LAG Rēzeknes novada partnerība/ The Rāzna National Park

LAG Partnerība laukiem un jūrai/ The Ķemeri National Park

LAG Ziemeļkurzemes biznesa asociācija/ The Slītere National Park

Cēsis, 06.10.2026

GREENPARK contribution

- **PEOPLE**
  New personal and business contacts
- **KNOWLEDGE**
  A better understanding of entrepreneurship in protected areas
- **COOPERATION**
  Stronger cooperation among Latvian LAGs and international partners
- **NEW INITIATIVES**
  EUROPARC Charter development and new cooperation activities
- **FUTURE**
  New opportunities to balance environmental, social and economic interests
- **GREENPARK has connected people, territories and ideas – creating a foundation for cooperation beyond the project.**

Human contacts – new connections across borders

II.GREENPARK has created new connections among entrepreneurs working in protected natural areas across Latvia and among entrepreneurs from the Greenpark partner countries.

- These new contacts create opportunities for future cooperation and business development.
- **These connections would probably not have happened without GREENPARK.**

II. GREENPARK has strengthened cooperation among four Latvian LAGs whose territories include national parks:

- Project meetings – both online and in person – brought the four LAGs closer together;
- We have learned more about each other's territories and local entrepreneurs: *Rāzna National Park people have met Slītere NP people.*
- The project has created a stronger network for future cooperation.

III. LAGs have become more competent:

GREENPARK has strengthened our understanding of entrepreneurship in protected areas.

EXAMPLE

A nature protection plan is currently being developed for **Slītere National Park. Representatives from LAG has been invited** to focus group to discuss sustainability aspects in Slītere National park. We've have opinion, stronger than previous.

The EUROPARC Charter is expanding in Latvia

GREENPARK has contributed to the expansion of the EUROPARC Charter approach in Latvia.

- **Gauja National Park is currently working towards obtaining the EUROPARC Charter.**
  - The Cēsis District Partnership learned about the Charter through study visits during a previous GREENPARK cooperation project.
  - **ENTERGAUJA**, a cooperation network in Gauja National Park, has taken a leading role in the certification process.
- **GREENPARK has helped turn experience and knowledge into new action.**

Second-level certification for entrepreneurs in Ķemeri National park

- The Charter approach is moving beyond the management of the protected area itself and increasingly involving **local businesses as active partners in sustainable tourism and nature conservation.**

What was most valuable?

Entrepreneurs tend to be quite isolated in their day-to-day business.

- For us, one of the most valuable aspects of GREENPARK was the opportunity to:
  - visit entrepreneurs in other countries;
  - see their businesses **from the inside**;
  - exchange practical experience and ideas;
  - learn how businesses operate in different protected natural areas;
  - establish personal contacts with peers facing similar challenges.
- **Seeing how others do it inspires new ideas at home.**

Some reflections from the Summer Universities

«Every place we visited inspired me.»

«Good examples of how nature is presented in our region.»

«It was possible to meet enterprising people united by common ideas and discuss with them how they work, create, and think.»

Upcoming local activities in 2027:

Conference "People in Nature" in the Slītere National Park

The aim of the local activity is to continue the dialogue and build on the experience gained through GREENPARK.

Main topic:

- Cooperation among stakeholders in protected natural areas – finding a balance between environmental, social and economic interests.

The conference will bring together:

- local entrepreneurs;
- LAGs;
- municipalities;
- nature protection stakeholders;
- Local communities and other relevant partners.

New ideas for future cooperation

Ideas for future cooperation:

- **Continue** international experience exchanges among entrepreneurs.
- **Develop** joint activities and networking opportunities in protected areas.
- Share practical solutions for balancing **nature protection and local economic development**.
- Continue learning from each other beyond the lifetime of the GREENPARK project.

Thanks for visiting Latvias' National Parks. Your presence is important for our people!

Enjoy these autumn days in Gauja, Rāzna and Ķemeri National parks.



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