

Parks & Wildlife Finland

Well-being from nature

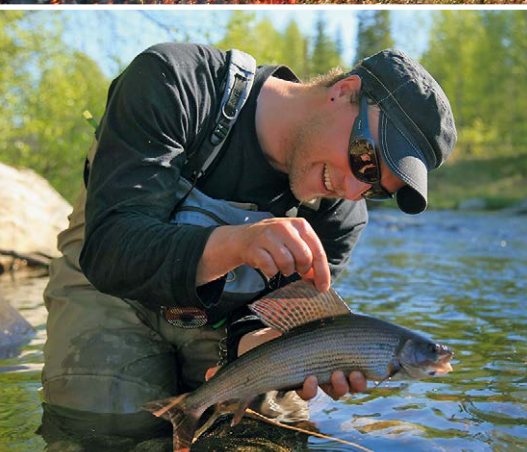




PHOTO: METSÄHÄLLITUS / SANNA-KAISARAUPIO

Benefits for everyone

Opportunities for outdoor recreation in natural areas benefit everyone. Parks & Wildlife Finland manage national parks and facilitate fishing and hunting in state-owned waters and forests. The positive social impacts of our work have grown greatly in recent years.

Beautiful landscapes and inviting trails attract many visitors to Finland's national parks. Our services help hunters and fishers to enjoy these traditional outdoor activities sustainably.

We provide varied opportunities for people to do voluntary work in natural areas. This promotes community spirit and saves public funds.

A day in a national park is more valuable than dozens of visits to a gym

VISITORS' EVALUATION OF THE HEALTH BENEFITS OF NATIONAL PARKS.

Organised activities in natural areas can motivate jobless or otherwise marginalised people, and help immigrants to feel at home in Finland.

Our natural wonders are a key asset for tourism and an essential part of Finland's image. Our national parks are brands known to everyone for their superb scenery and fine facilities.

Each euro of investment in national parks brings €10 to the local economy

REPORT ON THE LOCAL ECONOMIC IMPACTS OF NATIONAL PARKS.

Newly acquired recreational assets

Parks & Wildlife Finland are working with private sector partners to shape the island of Vallisaari, ten minutes by boat from downtown Helsinki, into a major natural attraction by 2016. The fortress island of Örö in the Archipelago Sea will also soon

become a focus for nature tourism. Our newly acquired historic sites will become significant attractions and event venues.



PHOTO: METSÄHÄLLITUS / HENRIK JANSSEN

More than 2,500 volunteers help to preserve Finland's heritage

VOLUNTEERS CONTRIBUTED A TOTAL OF 18 PERSON-YEARS OF WORK IN 2013 TO HELP PRESERVE OUR NATURAL AND CULTURAL HERITAGE.

Jobs and income nationwide

Parks & Wildlife Finland is a public agency that forms part of the state-run enterprise Metsähallitus. We manage 71,000 km² of state-owned lands and waters.

Parks & Wildlife Finland look after our national parks, many other protected areas, and state-owned hunting grounds and fishing waters. We employ

Over 2 million visitors for national parks and 1 million welcomed by visitor centres

FINLAND'S POPULATION: 5.5 MILLION.

people of all ages across the country from the Baltic islands to arctic Lapland.

We give welcome work to seasonal workers, young people seeking work experience, and convicts from open prisons.

**1 convict rehabilitated
= savings of 1 million euros
in public funds**

THE VALUABLE WORK DONE FOR US IN NATURAL AREAS BY CONVICTS FROM OPEN PRISONS MAY ALSO HELP REHABILITATE THEM INTO SOCIETY.

Local firms including contractors, accommodation providers and activity organisers benefit from the publicly funded facilities provided in natural areas, including some 7,000 km of trails.

Publicly financed projects promote tourism in rural areas. EU funding is also widely utilised, especially in projects that benefit endangered species and habitats.



PHOTO: METSÄHALLITUS / SEPPO KERÄNEN

The activities of Parks & Wildlife Finland are largely financed from the national government budget (70%). Additional income is obtained from hunting and fishing permits (17%) and EU project funding (7%). Our budget totalled €61.8 million in 2013.

EU project funding more than doubled in five years

FROM €2.1M IN 2010 TO €5.2M IN 2014.



PHOTO: METSÄHALLITUS / TEA KARVINEN



Income from natural areas

- Every euro of public money invested in the services provided in our national parks brings benefits amounting to ten euros to local economies.
- Each euro paid for fishing or hunting permits brings a seven-fold benefit to the local economy.
- Finland's international image is enhanced, bringing in more tourists.

Health from natural areas

- A visit to a natural area like a national park reduces stress and improves fitness. Each year visitors to Finland's national parks walk a total of some 34 million kilometres – about 850 round-the-world trips. Hunters typically walk about 10 km during a day's hunting.
- Easy and well-signposted routes and informative websites encourage people of all ages to enjoy the outdoors.

The future for nature

- Good facilities for families, learning environments for school groups, and job placements for unemployed youngsters encourage future generations to cherish nature.
- Active nature conservation work preserves Finland's natural riches as part of global biodiversity.
- Income from sales of hunting permits has recently been used to improve large areas of wild game habitat.

outdoors.fi

– detailed practical guide to Finland's natural attractions and local facilities

www.metsa.fi – information about the work of Parks & Wildlife Finland

www.excursionmap.fi – free national map service

www.eraluvat.fi – permits for hunting and fishing in state-owned lands and waters

www.haltia.com – The Finnish Nature Centre Haltia: all of Finland's nature under one roof