



**EDENplus55NW**  
Slow down to feel the life in EDEN destinations



Co-funded by the COSME programme  
of the European Union

## **P5 SV – Javna ustanova NP Sjeverni Velebit / Northern Velebit National Park Public Institution, Croatia**

The fundamental mission of the National Park Sjeverni Velebit Public Institution is environmental conservation and the implementation of European nature conservation policies. The Park is a part of the Natura 2000 Network. Institutional activities, in accordance with the Nature Protection Law and Management Plan, include encouraging scientific and expert study, monitoring establishment and species and habitat protection, and visitor system development, with an emphasis on education and interpretation.

The National Park management has 16 year-round employees in 5 organizational units: The Office of the Director General, the National Park Conservation, Promotion and Use Department, the Ranger and Technical Products Department, and the General and Joint Products Department.

The park was awarded the European Commission's EDEN designation (European Destination of Excellence) in Brussels in 2009, making it the national winner of the contest on the theme "Tourism and protected areas". In this way the Commission recognized the systematic effort the Institution undertakes in order to conserve and promote environmental values, helping to raise the quality of life for the locals through adding value to their traditional knowledge and craft. In 2002 the Institution was made a member of the EDEN Network, and as a national EDEN winner received the Croatian National Tourist Board's "Blue Flower" ("Plavi Cvijet") citation for the development and promotion of tourism.

The Institution has experience in leading projects of significant value. Also, the project for building shepherd huts is in the last phase of completion. In this project, ten huts in the Alan and Lubenovac localities have been constructed and are being furnished for accommodation, service functions, and the presentation/interpretation of the traditional way of life in the context of Velebit grasslands conservation as a protected habitat, also promoting the Natura 2000 Network values.





**EDENplus55NW**  
Slow down to feel the life in EDEN destinations



Co-funded by the COSME programme  
of the European Union

The project is financed by the programme “EU Natura 2000 Integration Project (NIP)” implemented by the Ministry of Environmental and Nature Protection. In 2014 the project “Visitor Centre Krasno” was granted financing with an overall value of over € 4 million. The project is financed by the European Regional Development Fund (ERDF) (2007-2013) - Operational Programme Regional Competitiveness.

The Institution is also a partner in the “Wildlife Watch” project, which has the objective of establishing, monitoring and developing new products and services for visitors – e.g. wildlife programmes (both animal- and plant-based). The leading partner on the project is the BIOM biological research association, the other partners being Velebit Nature Park, Paklenica National Park, Cave Park Grabovaca, and Lika Ecological Action. The total value of the project is € 145,000. Through this programme we believe we can develop a quality programme for the senior target group (55+). Previous research (TOMAS Institute for the Study of Tourism) has shown that over 15% of visitors to the park are over 55.

Through networking with different service providers at the local level and the development of a new programme the, conditions for development and enhancement of the overall tourism programs of Krasno village, the town of Senj, and all of Lika-Senj county will be improved. This project also fosters the kind of tourism we want to develop ourselves – well organized, sustainable, non-invasive, educative, and cultural tourism based on environmental values. This project also builds on existing infrastructural projects (see above); the new infrastructure can be part of the basis for the programme.

[www.np-sjeverni-velebit.hr](http://www.np-sjeverni-velebit.hr)

