BEACH-SOS

Interreg
Baltic Sea Region

Co-funded by
the European Union

BLUE ECONOMY
BEACH-SOS

Klimata viedas Baltijas pludmales un tūrisms

RIMANTS LŪSIS

Saulkrasti

GERICS
Climate Service Center
Germany
Eine Einrichtung des Helmholtz-Zentrums Hereon

EUCC-D

Friluftsrådet

FEE
FOUNDATION FOR ENVIRONMENTAL EDUCATION
LATVIA

Gdański
Ośrodek Sportu

Helmholtz-Zentrum
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Partneri

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Helmholtz-Zentrum hereon

FOUNDATION FOR ENVIRONMENTAL EDUCATION
FEE LATVIA

Saulkrasti

Gdański Ośrodek Sportu

Fokuss

Prioritātes

Saulkrasti

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Supporting public authorities

In meeting needs of communities and companies etc.

Water-smart societies

PRIORITY 2

Programme objective: 2.1
Sustainable waters

Programme objective: 2.2
Blue economy

- Ātra reaģēšana uz neparedzamām pārmaiņām - klimata pārmaiņām

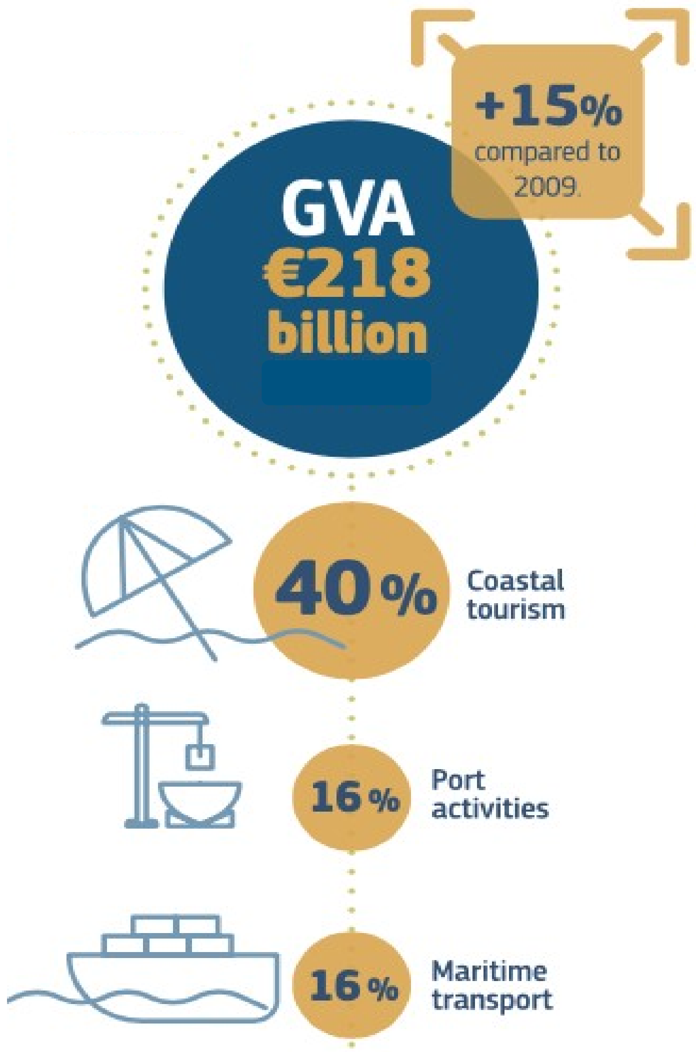
0.5 M Euro per project. 2 Years of funding (Started August 2023)

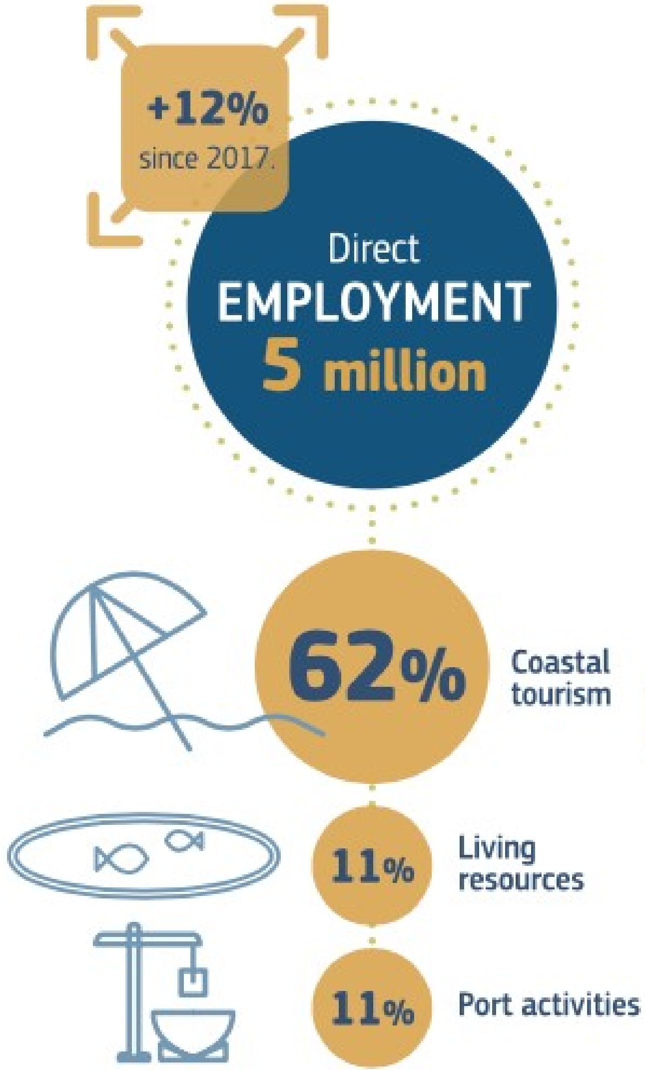
Zilās ekonomikas sektori

Blue Economy Report 2022

Top 3 nozares

The EU Blue Economy Report 2020





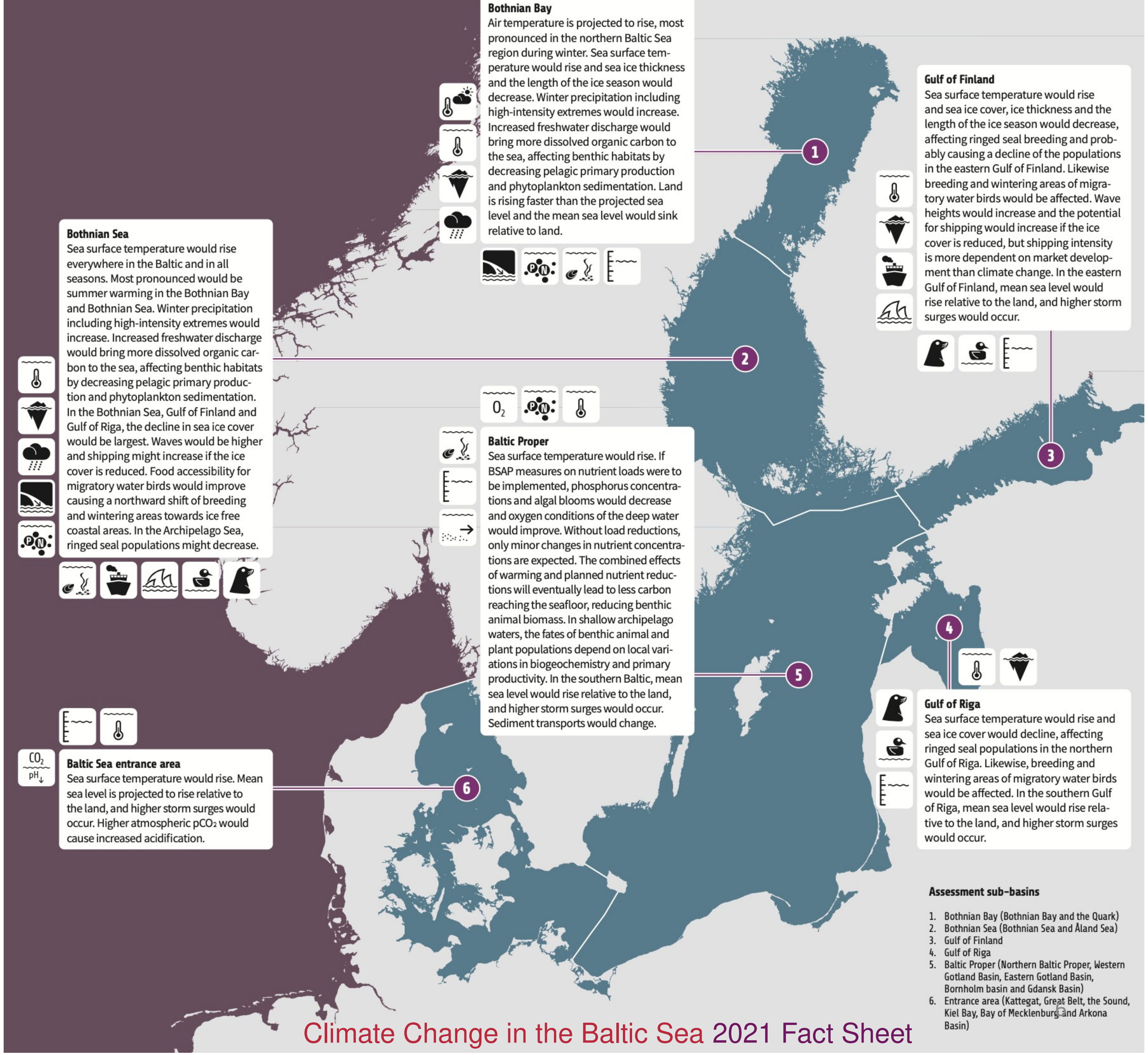
Klimata pārmaiņas

Fiziskie parameteri

- Gaisa temperatura
- Ūdens temperatura
- Jūras ledus
- Plūdi upēs
- Jūras līmenis
- Saules radiacija
- Ūdens sāļums
- Nokrišņi
- Vēji
- Pludi jūrā
- smilšu vētras, dubļi

Ekosistemas parameteri

- Ūdens putni
- Dzivnieki pie jūras
- Piekrastes zivis
- Jūras aizsarg zonas
- Mikroorganismu grupas
- Zemūdens aizsarg zonas
- Vielu koncentrēšanās
- Invazīvās sugas



Climate Change in the Baltic Sea 2021 Fact Sheet

Klimata draudi pludmalēm un piekrastei

Piekraste **zaudē pievilcību**

Izmirst sugas un bojāta ainava

Samazinās pozitīva tūrisma pieredze

Lielāks risks ar bistamām slimībām

Pasliktinās infrastruktūras un ēku kvalitāte

Tīra un kavalitatīva ūdens pieejamība

(Arabadzhyan et al., 2020).

Piekrastes tūrisms un trūkumi klimatu pārmaiņu ieviešanai

Zema līmeņa informācijas pieejamība par klimatu pārmaiņām un lēmumu pieņemšanu, kas saistīti ar pludmalēm un piekrastes tūrisma sektoru

1. Svarīgas un pieejamas informācijas trūkums un pieejamība

2. Zema informētība starp iesaistītajām pusēm

3. Trūkst sajūta pēc jautājuma steidzamības un svarīguma

4. Īss lemumu pieņemšanas laiks

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(Damm et al., 2020).

BEACH-SOS mērķi

BEACH-SOS mērķis ir apvienot kopā klimata ekspertus, vietējos iedzīvotājus un vietējās kopienas pārstāvjus(pašvaldība, uzņēmēji), lai aizsāktu pārmaiņas.

BEACH-SOS mērķis ir palielināt institūciju kapacitāti un spējas pielagoties klimatu pārmaiņām piekrastes un pludmales tūrismā

Galvenais mērķis palīdzēt pārvarēt klimata riskus piekrastes pašvaldībās un kopienās, lai uzturētu ilgtspējīgu pludmales tūrismu

Air temperature

Solar radiation

Winds

Surges

Precipitation

Water temperature

Sea ice

River run-off

Sea level rise

Salinity in the water

Sediment transportati

- Lack of ad-hoc, easy-to-access information
- Low level of awareness of climate change risks
- Lack of knowledge of existing services and their benefits
- Lack of applicability of the existing services

Klimatu pārmaiņu zinātne

Klimata pakalpojumu ieguvēji

Coastal climate services. Who needs them and why?

Governmental institutions (Local, Sub-national, National, Regional)

NGOs (environmental organisations)

Tourism Industry (hotels, resorts, restaurants, tour operators, travel agencies, tourism support organisations, airports, marinas, etc)

Coastal communities

Tourist

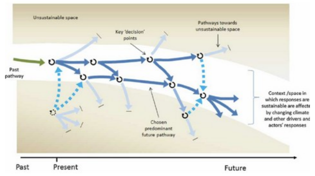
Research institutions

Media

Related economic sectors

Transport
Insurance
Construction
Wholesale and retail
Energy
Water

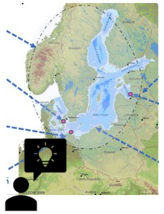
Aktivitātes



1. Atbalsts ilgtspējīgu mērķu izstrādē piekrastes tūrismam Baltijas jūras reģionā

2. Izstrādāt un meklēt ierosinājumus priekš klimata viedas sabiedrības darba plāna izstrādes, kurus ieviest pludmales un piekrastes tūrismā

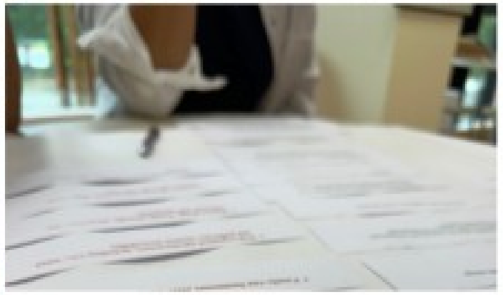
3. Izstrādāt klimata viedus kritērijus un uzstādijumus priekš FEE Blue flag un pašvaldībām



4. Izveidot Baltijas meroga tīklu, lai būtu iespējams apmainīties ar zināšanām un pieredzi ieviešanā klimatu parmaiņu tēmā

1. Darba grupa Pašvaldība + sabiedrība, uzņēmēji, biedrības utt.

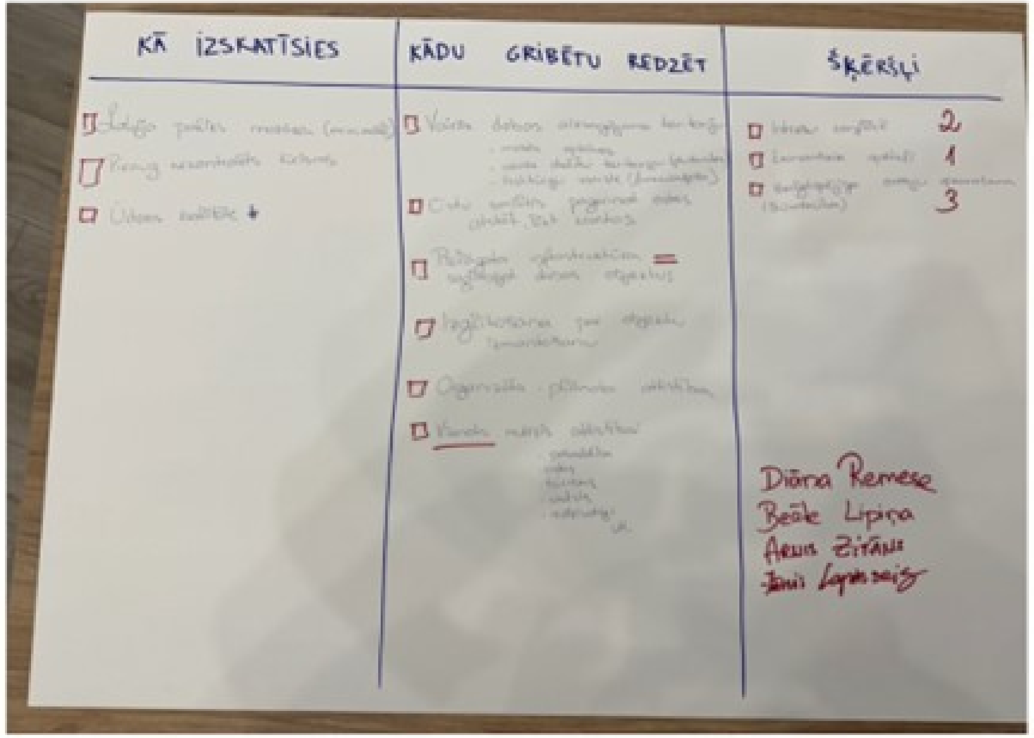
2. Darba grupa Vietējas rīcības grupa, biedrības un asociācijas

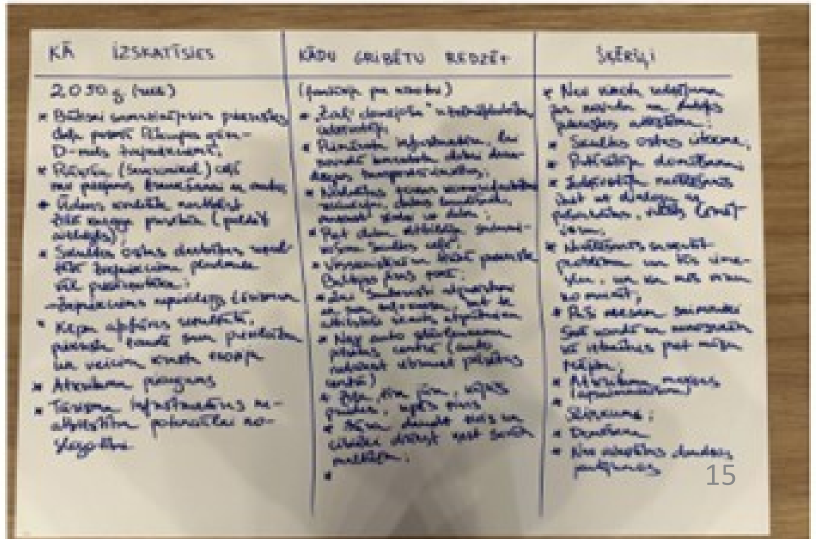


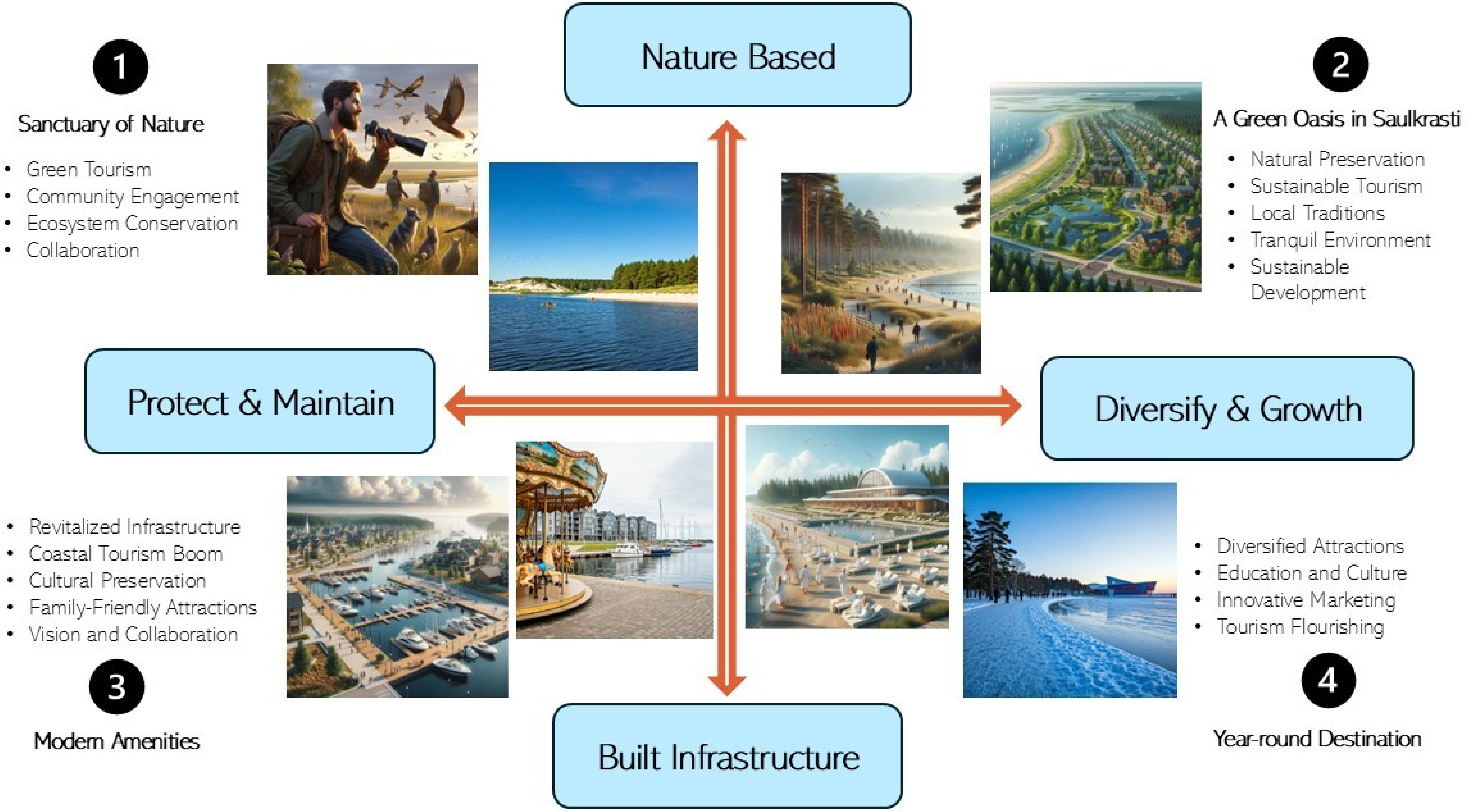
Vision Prioritisation

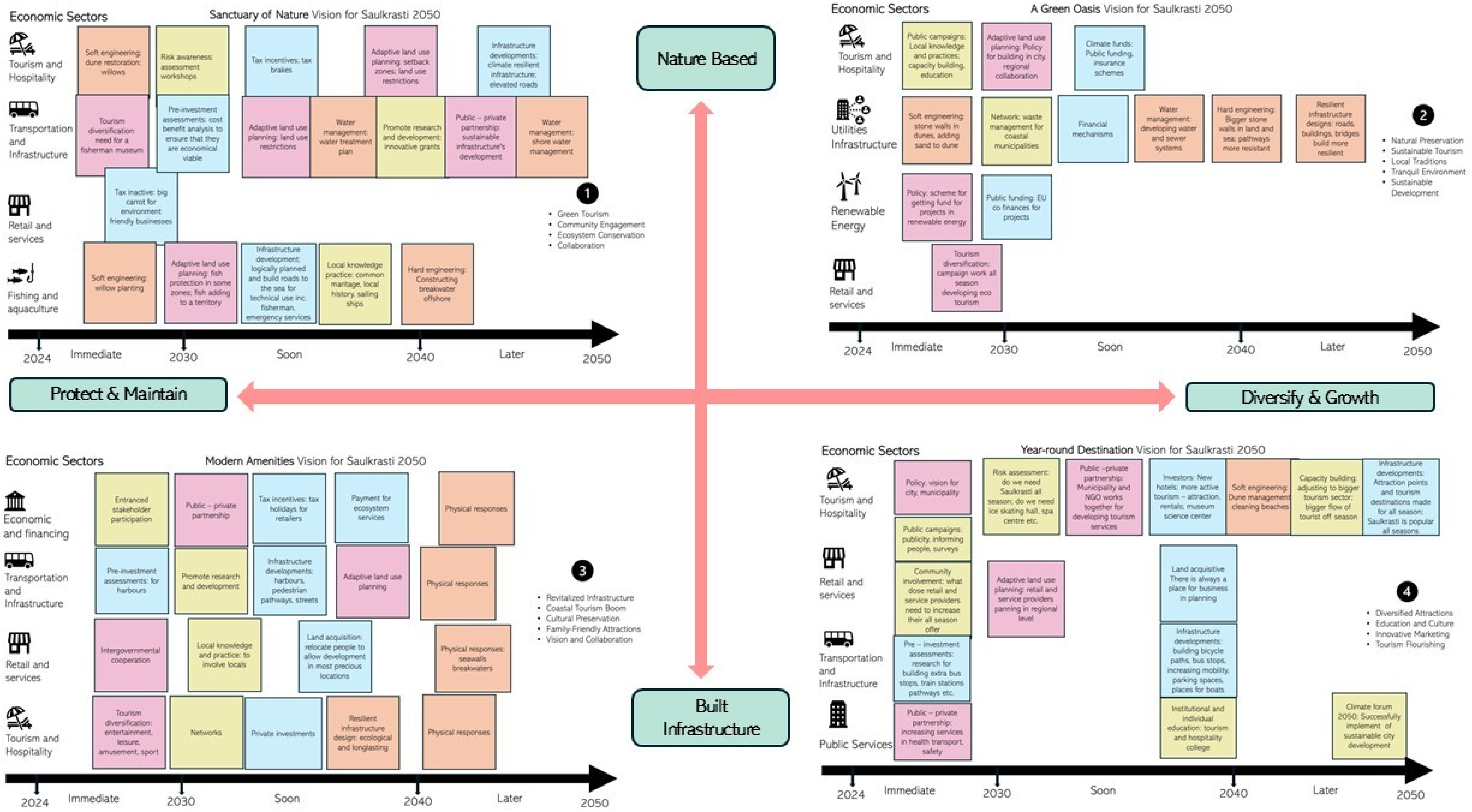
Participants were divided into two groups to prioritise the vision elements for coastal tourism in Saulkrasti 2050, as initially drafted during the January 2024 stakeholder workshop. The prioritised elements were grouped into four main pillars and discussed collectively.

3. Darba grupa






Nature Based
Protect & Maintain
Diversify & Growth
Built Infrastructure
1
Sanctuary of Nature
• Green Tourism
• Community Engagement
• Ecosystem Conservation
• Collaboration
2
A Green Oasis in Saulkrasti
• Natural Preservation
• Sustainable Tourism
• Local Traditions
• Tranquil Environment
• Sustainable Development
• Revitalized Infrastructure
• Coastal Tourism Boom
• Cultural Preservation
• Family-Friendly Attractions
• Vision and Collaboration
3
Modern Amenities
• Diversified Attractions
• Education and Culture
• Innovative Marketing
• Tourism Flourishing
4
Year-round Destination


Nature Based
Built Infrastructure
Protect & Maintain
Diversify & Growth
Economic Sectors
Sanctuary of Nature Vision for Saulkrasti 2050
Tourism and Hospitality
Transportation and Infrastructure
Retail and services
Fishing and aquaculture
Soft engineering: dune restoration; willows
Risk awareness: assessment workshops
Tax incentives: tax brakes
Adaptive land use planning: setback zones; land use restrictions
Infrastructure developments: climate resilient infrastructure; elevated roads
Tourism diversification: need for a fisherman museum
Pre-investment assessments: cost benefit analysis to ensure that they are economical viable
Adaptive land use planning: land use restrictions
Water management: water treatment plan
Promote research and development: innovative grants
Public – private partnership: sustainable infrastructure's development
Water management: shore water management
Tax inactive: big carrot for environment friendly businesses
Soft engineering: willow planting
Adaptive land use planning: fish protection in some zones; fish adding to a territory
Infrastructure development: logically planned and build roads to the sea for technical use inc. fisherman, emergency services
Local knowledge practice: common maritage, local history, sailing ships
Hard engineering: Constructing breakwater offshore
1
Green Tourism
Community Engagement
Ecosystem Conservation
Collaboration
2024
Immediate
2030
Soon
2040
Later
2050
Economic Sectors
A Green Oasis Vision for Saulkrasti 2050
Tourism and Hospitality
Utilities Infrastructure
Renewable Energy
Retail and services
Public campaigns: Local knowledge and practices; capacity building, education
Adaptive land use planning: Policy for building in city, regional collaboration
Climate funds: Public funding, insurance schemes
Soft engineering: stone walls in dunes, adding sand to dune
Network: waste management for coastal municipalities
Financial mechanisms
Water management: developing water and sewer systems
Hard engineering: Bigger stone walls in land and sea; pathways more resistant
Resilient infrastructure designs: roads, buildings, bridges build more resilient
Policy: scheme for getting fund for projects in renewable energy
Public funding: EU co finances for projects
Tourism diversification: campaign work all season developing eco tourism
2
Natural Preservation
Sustainable Tourism
Local Traditions
Tranquil Environment
Sustainable Development
2024
Immediate
2030
Soon
2040
Later
2050
Economic Sectors
Modern Amenities Vision for Saulkrasti 2050
Economic and financing
Transportation and Infrastructure
Retail and services
Tourism and Hospitality
Entranced stakeholder participation
Public – private partnership
Tax incentives: tax holidays for retailers
Payment for ecosystem services
Physical responses
Pre-investment assessments: for harbours
Promote research and development
Infrastructure developments: harbours, pedestrian pathways, streets
Adaptive land use planning
Physical responses
Intergovernmental cooperation
Local knowledge and practice: to involve locals
Land acquisition: relocate people to allow development in most precious locations
Physical responses: seawalls breakwaters
Tourism diversification: entertainment, leisure, amusement, sport
Networks
Private investments
Resilient infrastructure design: ecological and longlasting
Physical responses
3
Revitalized Infrastructure
Coastal Tourism Boom
Cultural Preservation
Family-Friendly Attractions
Vision and Collaboration
2024
Immediate
2030
Soon
2040
Later
2050
Economic Sectors
Year-round Destination Vision for Saulkrasti 2050
Tourism and Hospitality
Retail and services
Transportation and Infrastructure
Public Services
Policy: vision for city, municipality
Risk assessment: do we need Saulkrasti all season; do we need ice skating hall, spa centre etc.
Public –private partnership: Municipality and NGO works together for developing tourism services
Investors: New hotels; more active tourism – attraction, rentals; museum science center
Soft engineering: Dune management cleaning beaches
Capacity building: adjusting to bigger tourism sector; bigger flow of tourist off season
Infrastructure developments: Attraction points and tourism destinations made for all season; Saulkrasti is popular all seasons
Public campaigns: publicity, informing people, surveys
Community involvement: what dose retail and service providers need to increase their all season offer
Adaptive land use planning: retail and service providers panning in regional level
Land acquisitive There is always a place for business in planning
Pre – investment assessments: research for building extra bus stops, train stations pathways etc.
Infrastructure developments: building bicycle paths, bus stops, increasing mobility, parking spaces, places for boats
Public – private partnership: increasing services in health transport, safety
Institutional and individual education: tourism and hospitality college
Climate forum 2050: Successfully implement of sustainable city development
4
Diversified Attractions
Education and Culture
Innovative Marketing
Tourism Flourishing
2024
Immediate
2030
Soon
2040
Later
2050

4. Darba grupa 8.-9. maijs

- Super vīzijas izstrāde kombinācija starp 4, izvelkot kopīgas lietas
- Vietējas rīcības plāna gala izstrāde
- Darba grupa ar biedrībām, uzņēmējiem un vietējiem iedzīvotājiem
- Gala noslēgums plānots Jūlijs 2025
- CAP (rīcības plāns) būs pieejams ikvienam
- Rīcības plāns ir vietējo virzīts ne pašvaldības

BEACH-SOS

BEACH SOS ir pirmie soļi starptautiskā mācibu procesā par klimata viedām pludmalēm. Tas pulcina vietējos ekspertus, vietējos aktīvistus un uz sabiedrību vērstas grupas, lai apmainītos ar domāma, idejam un plānien, kas ir sākums pārmaiņām.

Lūkojoties nākotnes perspektīvā, BEACH SOS būs pamats lai nodrošinātu reģionu pludmales tūrismu inustriju ar informāciju un būs ievērojami labumi reģiona zilajai ekonomikai