



NaaC

Accessible Nature Certificate

JANIS MATULIS

Chairman of the Board
Latvian Green Movement



Latvijas Zaļā kustība
Latvian Green Movement

A scenic landscape at sunrise or sunset. A wooden boardwalk with a railing leads from the foreground through a field of tall grass and wildflowers towards a body of water. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds. The water reflects the light from the sun. The overall mood is peaceful and serene.

NaaC Certificate is a Guarantee.

What do we offer?



Access to Nature...

SEA COAST
RIVERS
LAKES
FORESTS

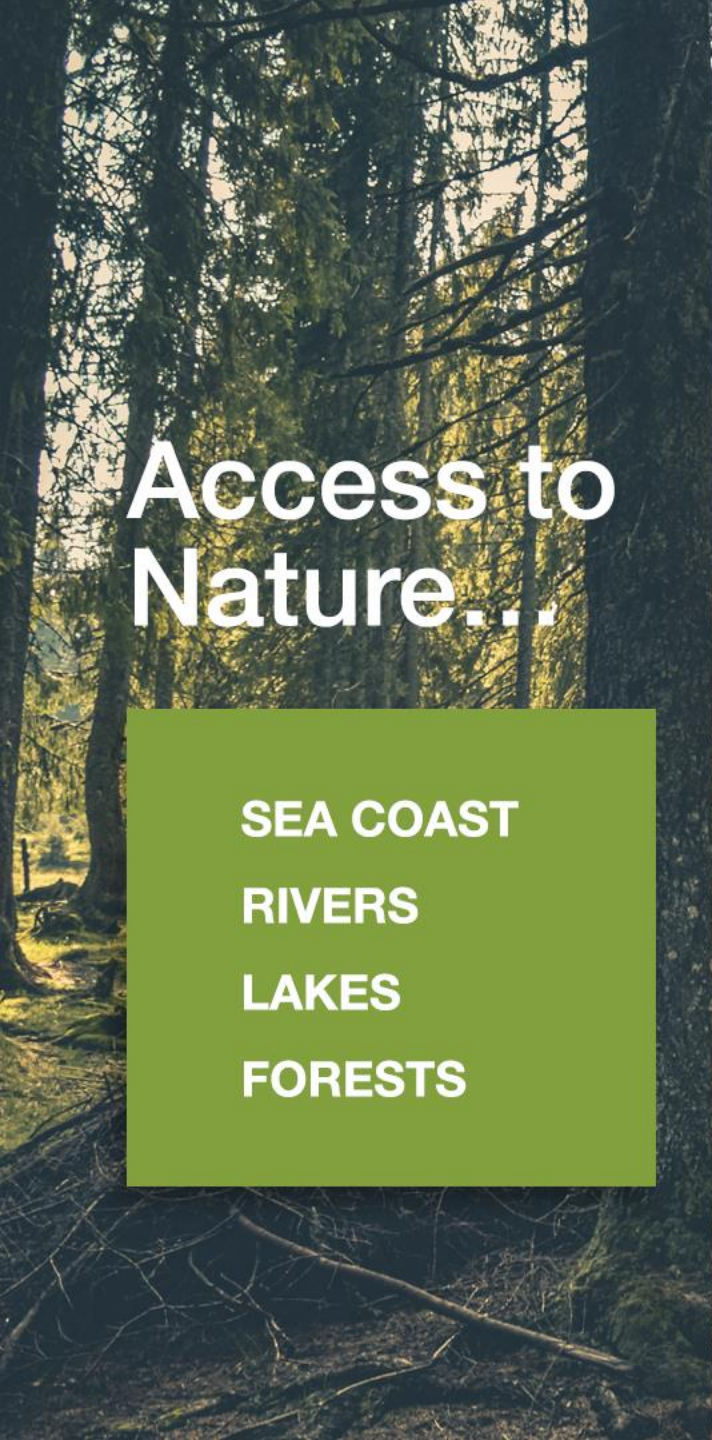


Access to Nature...

**SEA COAST
RIVERS
LAKES
FORESTS**

To all Social Groups...

**DISABLED PEOPLE
SENIORS
YOUNG FAMILIES
AND EVERYONE ELSE**



Access to Nature...

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Using Accessible Infrastructure.

**INFORMATION
TOILETS
RAMPS AND TRASH BINS
ROADS AND PATHWAYS
CAR PARKING**



Birth of an Idea

Brief history of the infrastructure development
in the Baltic Sea coast of Latvia



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USSR
1940-1990

Restricted access



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INDEPENDENCE
1990-2004

Privatization



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Privatization



EU MEMBERSHIP
2004

New regulations



Polarized Opinions

How to compromise?



Polarized Opinions

How to compromise?

STRICT CONTROL
Inaccessible nature



Polarized Opinions

How to compromise?

STRICT CONTROL
Inaccessible nature

IMPUNITY
Privatization of
nature values

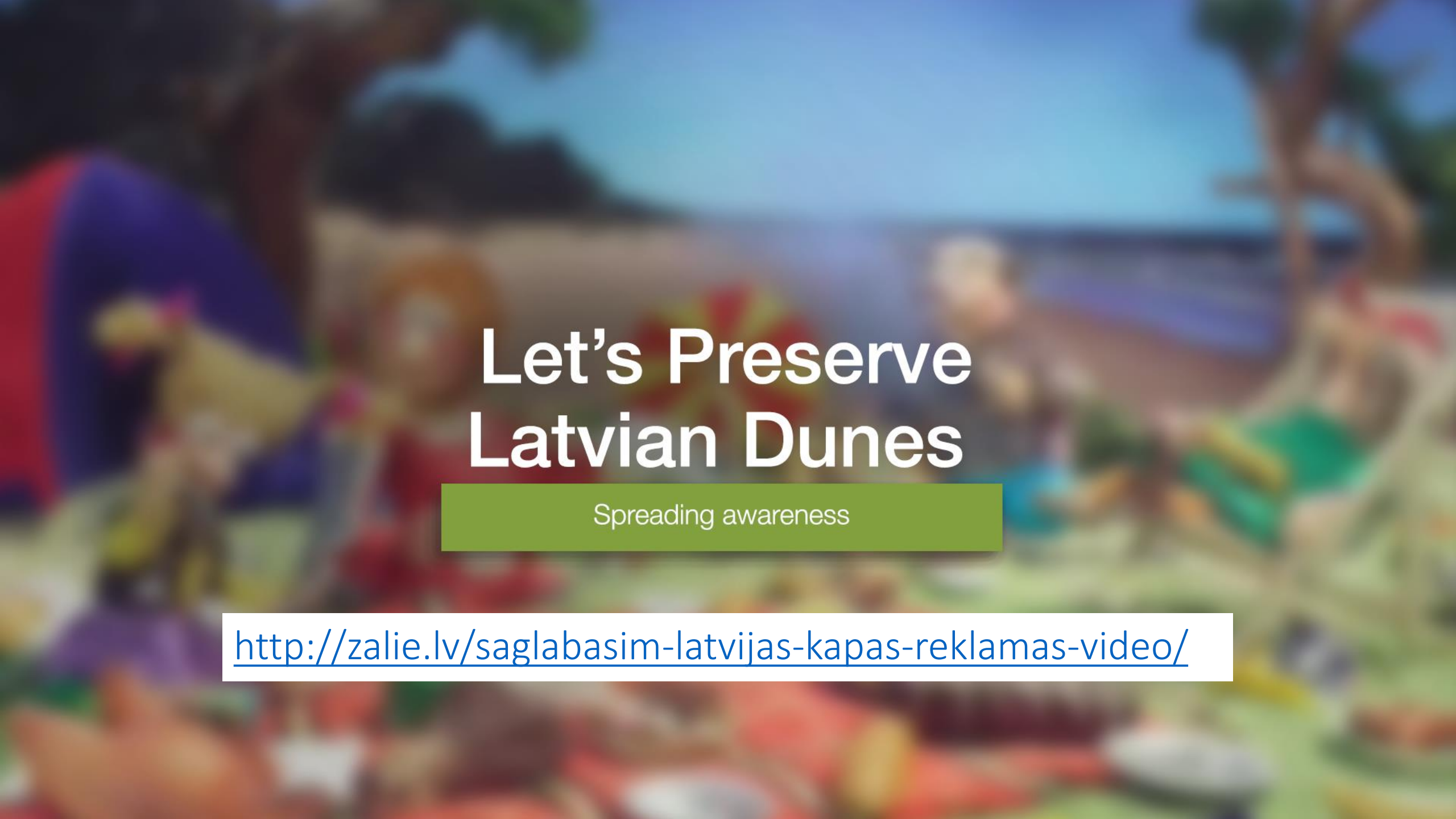
Polarized Opinions

How to compromise?

STRICT CONTROL
Inaccessible nature

SOLUTION?

IMPUNITY
Privatization of
nature values



Let's Preserve Latvian Dunes

Spreading awareness

<http://zalie.lv/saglabasim-latvijas-kapas-reklamas-video/>

Present Days- Status quo





Present Days- Status quo

**ENDANGERED NATURE AND
UNFULFILLED TOURISM POTENTIAL**

Present Days- Status quo

**ENDANGERED NATURE AND
UNFULFILLED TOURISM POTENTIAL**

ACCESSIBILITY PROBLEMS

Present Days- Status quo

**ENDANGERED NATURE AND
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ACCESSIBILITY PROBLEMS

HALF-SOLUTIONS

Present Days- Status quo

**ENDANGERED NATURE AND
UNFULFILLED TOURISM POTENTIAL**

ACCESSIBILITY PROBLEMS

HALF-SOLUTIONS

LACK OF INFORMATION

An aerial photograph of a wide, winding river with a light blue-green hue, flowing through a vast, green landscape. The river has several sharp turns and meanders. The surrounding land is covered in dense green vegetation, with some areas appearing more open or grassy. In the background, there are small, isolated ponds or lakes. A white rectangular box is overlaid on the left side of the image, containing the title and subtitle text.

NaaC Operating Principles

Solving the problem



NaaC Operating Principles

Solving the problem



CLEAR CRITERIA

Interesting nature sights and access to everyone



NaaC Operating Principles

Solving the problem



CLEAR CRITERIA

Interesting nature sights and access to everyone

JURY BASED EVALUATION SYSTEM

Independent and objective judgement



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2 TIER CERTIFICATION

Yellow tier - Certificate
Green tier - Certificate and Flag

NaaC Operating Principles

Solving the problem

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Interesting nature sights and access to everyone

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INFORMATION NETWORK

Distribution of exclusive information

Benefits of Being Certified

Four reasons WHY



Infrastructure and Accessibility



ACCESS TO PEOPLE WITH MOBILITY IMPAIRMENTS
AESTHETIC IMPROVEMENTS
UNIVERSAL ACCESS FOR EVERYONE

Nature Conservation



**REDUCED DAMAGE CAUSED BY TOURISTS AND
THEIR TRANSPORTS**

INFORMATION ABOUT THE UNIQUE AND RARE NATURE SITES

ORGANIZED WASTE MANAGEMENT

Support for the Local Economy



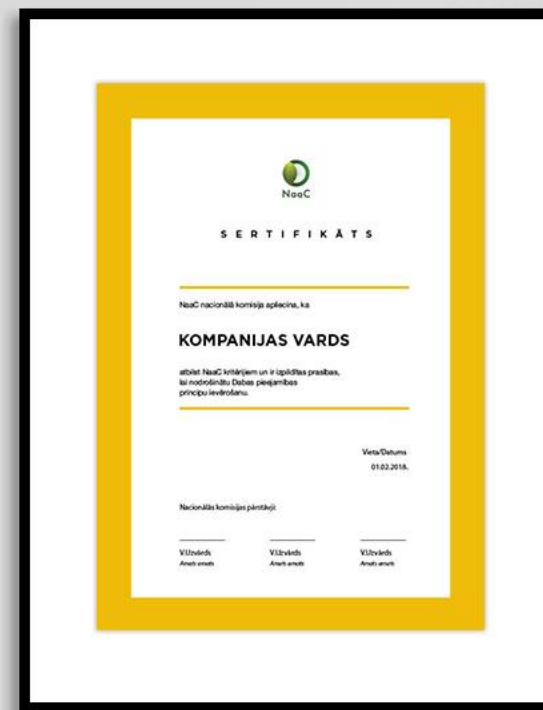
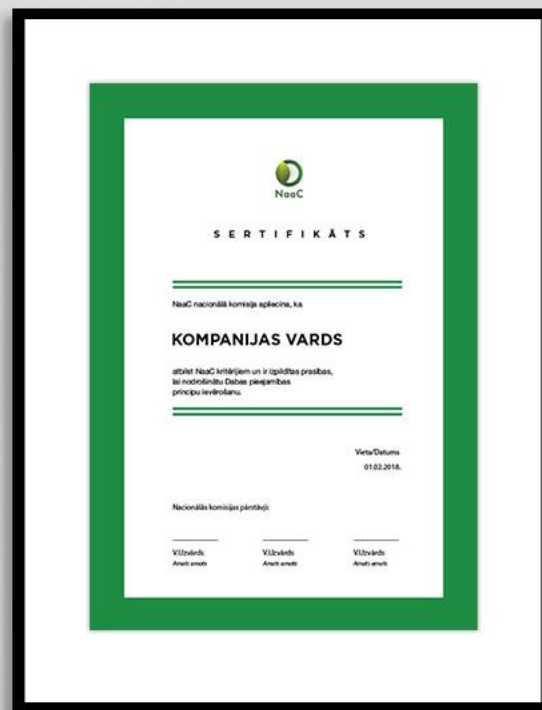
**INCREASED TOURISM
NEW JOB OPPORTUNITIES**

Recognition and Credibility



**ADVERTISING
QUALITY – GUARANTEE
NETWORKING
FINANCIAL SUPPORT**

Certificate





Flag



NaaC

Thank you for your attention!

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