**Project objective:**
Support to the development of ecotourism in specially protected natural areas for the “green” transition of the Republic of Belarus to inclusive and sustainable growth and strengthening cross-border cooperation.

The project aims to increase capacity and embed a mechanism for the implementation of a set of measures for the development and promotion of ecotourism, create necessary methodical framework for the expansion of ecotourism and strategic planning system, strengthen cooperation between private companies, public environmental agencies and the local population.

**National Implementing Partner:**
Ministry of Natural Resources and Environmental Protection of Belarus.

**Project donor:**
Russia-UNDP Trust Fund for Development.

**Implementing agency:**
UNDP.

**Project budget:**
$1,2 mln.

**Implementation period:**
2021-2024.
EXPECTED PROJECT OUTCOMES:

INCREASE OF AWARENESS AND CAPACITY OF STAKEHOLDERS IN THE DEVELOPMENT OF ECOLOGICAL TOURISM

Components:
- Raising awareness and providing education on ecotourism
- Escalating and strengthening the international partnership and transboundary cooperation in ecotourism development in SPNA
- Information campaign of the project
- Organizing educational activities

FORMULATION AND TESTING OF CONDUCIVE METHODICAL FRAMEWORK FOR THE DEVELOPMENT AND PROMOTION OF ECOLOGICAL TOURISM IN SPECIALLY PROTECTED NATURAL AREAS, FORMATION OF THREE ECOTOURISM CLUSTERS

Components:
- Formulation and testing in practice of conducive methodical framework for the development and promotion of ecotourism, formation of three ecotourism clusters
- Development of strategic planning system on ecotourism, branding and marketing of the pilot specially protected natural areas
- Comprehensive assessment of the ecotourism accounting system

IMPLEMENTATION OF A SET OF MEASURES FOR THE DEVELOPMENT AND PROMOTION OF ECOTOURISM IN THE PILOT SPECIALLY PROTECTED NATURAL AREAS

Components:
- Supporting sustainable infrastructure of the pilot specially protected natural areas
- Information campaign to cover and promote the pilot specially protected natural areas