

World Heritage project Lystra's plan for the horizontal criteria

Botnia-Atlantica lists three perspectives that are taken into account in each Botnia-Atlantica projects. The perspectives are called

the horizontal criteria

and in the project Lystra, these criteria are worked with in different ways. This plan describes how we can integrate these criteria as a part of our daily work. You can read more about the criteria in the project application.



EUROPEAN UNION

Interreg
Botnia-Atlantica

European Regional Development Fund

Sustainable development

Regardless of one's preconditions, everyone should have the opportunity to take part in the World Heritage knowledge and have a possibility to utilise it. Lystra will intentionally promote this.

It is important that sustainable development is in the focus in the joint World Heritage Site. Sustainable development can be achieved in many ways and in different extent, also in the project Lystra.

Equal opportunities and non-discrimination

Regardless of gender, everyone should have the same opportunities to conversation and to influence the decision making. We want to achieve this with Lystra's employees and everyone who participates our activities.

Gender equality



Sustainable development

UNESCO wants the World Heritage Sites to be the forerunners of a sustainable development and in Lystra we can contribute to this. Several of the sub-goals in Agenda 2030 agrees well with the World Heritage idea as well as with Lystra's goal. We can partly promote sustainability through daily choices in how we work and travel, and partly in how we plan and implement Lystra's activities and results.

We want to

- Make the interpretation plan so that it promotes joy of discovery and steer the visitors in a sustainable way
- Make the residents feel proud over their unique local environment and inspire them to preserve it
- Participate in the development of sustainable nature tourism and in this way attract more visitors
- Improve the knowledge base for the World Heritage
- Educate the planners so that they know when they work with the World Heritage Site and in this way make sustainable decisions
- Arrange our events and meetings in a sustainable way

Checklist

- It is always possible to participate in the steering group meetings via Skype-connection**
- The project personnel avoid flights and organise the work trips for a maximum benefit**
- We favour vegetarian and local produced food in catering**
- The interpretation plan is done in extensive cooperation for good local connection**
- The planners are educated in the World Heritage attributes**
- The knowledge we convey includes the unique protection values of the World Heritage**
- Our digital solutions continue to be usable over time**

Equal opportunities and non-discrimination

The project's activities are aimed at all actors, residents and visitors in the World Heritage regardless of origin, age, view of life, political direction or disability. The World Heritage belongs to everyone and therefore Lysta wants to contribute that it is easily accessible to everyone, regardless of one's preconditions and whether one visits the World Heritage Site or not.

We want to

- Produce materials in several languages
- Consider the needs of the different target groups of the interpretation plan and the digital material
- Make the World Heritage more accessible to everyone with an interactive map and short films and animations
- Provide information about the accessibility of different visitor locations and in this way increase the opportunities for everyone to enjoy the World Heritage
- Popularise the knowledge base and thus improve the understanding of the World Heritage

Checklist

- The shared web portal for the joint World Heritage has three language versions; Finnish, Swedish and English**
- Texts and other information are written in 'easy to read language'**
- Accessibility of the visitor locations is discussed in the interpretation plan and different groups, such as disabled people's organisations, are involved in the work**
- The shared web portal has information about the accessibility of the visitor locations**

Gender equality

Gender equality and all women's and girls' empowerment are raised among the Agenda 2030 objectives. Lystra works with active gender equality integration and wants that the gender perspective is considered both in our internal groups and in our external activities.

We want to

- Have equal distribution in the representation of women and men in our groups and events
- Make sure that no one gets benefits or disadvantages due to their sex in the project activities and results
- Avoid reinforcing the typical gender roles in the material we produce

Checklist

- Project partners and financiers are represented by both sexes in the steering committee and in other groups**
- Both sexes take part in meetings and workshops. We make sure that everyone has an equal chance to take part in discussions**
- We are aware of the gender distribution in our invitations and messages**
- The test groups for the interpretation plan consist of both women and men**
- Both men and women are visible in our communication and we avoid stereotypes**
- The project personnel are educated in gender equality**