

Interview to David Moulin, deputy director of ENRx

Q- What is the role of the ENRX? What are your biggest challenges?

ENRx is a regional public structure, which includes [3 regional nature parks](#) in the North of France. ENRx has 80 agents, spread over 5 teams, who work in the field to implement the “**Charter**” **territorial projects** for these parks. They also conduct various operational missions throughout the region, including **preservation of biodiversity, sustainable development, environmental education, and conservation of plant varieties and animal breeds** in the Hauts-de-France Region.

For the period of 2018-2021, our **main challenges are going to be continuing the implementation of the charters for the three regional nature parks** and facilitating the cascading of new policies and strategies for the Hauts-de-France Region in terms of biodiversity, agriculture and sustainable development.

Lastly, we have the ambition of **promoting collective intelligence and innovation for rural territories in the protected areas**, i.e. the regional nature parks, of the Hauts-de-France Region.

Q - How do you promote socio-economic development activities in the protected areas?

Promoting the growth of socio-economic activities in the protected areas of the Hauts-de-France regional nature parks is based, firstly, on the **conception, development and implementation of projects with territorial stakeholders**, professionals, and the people who live in and bring life to these protected territories and, secondly, on our **methods of territorial coordination**. For us, it's a matter of “**convincing rather than compelling**” and “**assisting rather than doing in the place of**”. Lastly, we help **promote activities by**

demonstrating that they generate both local economic growth and preservation of biodiversity.

Let's take two examples.

The first is the [Caps et Marais d'Opale regional nature park](#). Boulonnais **sheep farmers** (the Boulonnais is a rare regional breed that was threatened with extinction 20 years ago), **local governments** that manage calcareous grasslands and meadows requiring protection, and **butchers** have **joined forces**, and our team at **the Regional Centre of Genetic Resources** has helped **provide structure for a local economic activity focusing on “Boulonnais Lamb”** and **opportunities to sell this meat**. The **safeguarding of this regional breed of sheep** was made possible by **increasing the size of the flock**. The rusticity of this breed has meant that **flocks can be put out to pasture to ensure the management of calcareous grasslands**, which are natural habitats recognised as being of vital interest for the community in Europe.

The second example applies to all three regional nature parks, which are involved in the **promotion of and support for planting local trees, bushes and plant varieties**. They work in conjunction with a regional group purchasing programme coordinated by ENRx and known as **“Plantons le décor®”**, or **Let's Plant the Scenery**. Each year, **residents, farmers, town governments and non-profits purchase seedlings with Plantons le Décor** from nurseries and seed companies in the Hauts-de-France Region, and thus they are ensured that the seeds and seedlings are locally sourced.

On the regional level, **Plantons le Décor generates € 200,000 in annual turnover** for these small businesses, enabling the planting of 70,000 trees and bushes of about 50 local species, as well as 3,000 fruit trees of regional varieties.

Q- Who are the main stakeholders of ENRx? What is the relationship ENRx maintain with them?

The main stakeholders of ENRx are **territorial** and **local governments**. In the first place, there's the **Hauts-de-France Region**, with which we have **multi-year target agreements for the regional nature parks for the period of 2018-2021**. In this way, institutional and financial relations are developed.

Within the regional nature parks, our partners are territorial stakeholders.

These are local contacts for the deployment of our regional missions and for the meeting of our objectives.

With **non-profits in the fields of education and the protection of biodiversity**, we implement regional action programmes in the field locally.

With **farmers and their trade organisations or unions**, ENRx maintains **operational support relationships**, in order to facilitate the implementation of regional, national and European policies, such as agro-environmental and climate measures (MAEC), agro-ecology and the structuring of local economic sectors, as well as the promotion of their production via marks of origin and quality logos.

In the **tourism field**, our stakeholders include **tour operators, B&B owners, restaurateurs and trade organisations**. With them, we **work together to create mechanisms, concrete initiatives, new sustainable tourist activities based on sports, nature discovery and local products**, as well as the development of personal well-being, for their clients and sports/nature enthusiasts.

Q- Why has the ENRx decided to participate in the IMPACT Interreg Europe project?

In ENRx, we believe that **working jointly with territorial stakeholders in shared fields is a source of mutual enrichment, sharing of experiences, and inspiration.**

We have therefore decided to participate in IMPACT in order to:

- develop a network of exchanges with European partners (Lithuania, Italy, Spain, Germany, Romania),
- provide innovative responses and develop educational tools that engage with young people and residents of the regional nature parks in the Nord-Pas-de-Calais,
- maintain and enhance relations between People and Nature in these natural parks,
- increase the engagement of the people who live and/or work in the regional nature parks,
- seek a balance between preservation and socio-economic and tourist activities in natural spaces,
- increase the attractiveness and quality of these protected areas in the Hauts-de-France Region.

Q- What are you expecting to achieve with the IMPACT project?

We want to enhance our partnerships with the territorial stakeholders in the protected areas of the regional nature parks, deploy best practices on the regional scale, jointly initiate new actions with the regional nature park teams and also enhance the involvement of residents and other citizens in the concrete action programmes for the preservation of the environment and biodiversity.

In concrete terms, our action plan will be based on:

- **Supporting people to act for protecting biodiversity** (teachers, nature guides, students and residents of natural parks) by using of **digital tools** and **social networks** to improve communication and developing pedagogical tools for all scholar to discover forest ecosystem, wetlands and coastal
- Investing **biodiversity conservation of local trees with Plantons le décor©** in the regional natural parks, by sharing and promoting in real time the results of plantation activities on a website to increase involving, and promoting the economic impact and benefits for the local producers.
- **Increase in value of the nature conservation areas by economic activities:** pastoralism with animal purebred local, by Agreements between farmers with local race and natural areas managers inside the 3 natural parks
- Capacity building and Sustainable tourism in the natural parks, by the qualification of tourist operators in 3 regional Natural reserves in the field of the **natural tourism**.