

# Developing nature services for all

- How Tampere keeps inclusivity at the heart of nature service development

Genoa: 18 June 2026



# Why accessible nature?

- We're the most attractive city in the world's happiest country. We believe that a good city to live in is also a good city to visit
- The secret to our happiness? **Sauna and nature**
- It goes in the Finnish values, law & policies that we develop all services inclusively and accessibly



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# How it started

- The development of nature trails in the city began 10 years ago with stated goal to “offer routes and experiences to everyone regardless of age and abilities”
- The Tampere Disability council has in addition demanded for city services to be available also to people with disabilities
- Eventually, Tampere city wanted to create a specific strategy to develop barrier-free nature trails and services

# Enabling factors

- Long-term political commitment for funding
- Planning in cooperation with all necessary stakeholders
- Outsourcing the implementation and maintenance of nature services to a city-owned company (EcoFellows Ltd.) - Prior national guidelines for accessible public space building
- Partners: Tampere Disability Council for accurate implementation, and transport company Matrocks for accessibility training



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# Results

- 4 nature locations with accessible experiences
- Over 3 kilometres of barrier-free nature trails
- A barrier-free lean-to shelter with a fireplace and two barrier-free toilets in Kintulammi hiking and nature reserve
- Easy and accessible hiking routes gain more visitors. The Kintulammi lean-to shelter received 38 000 visitors last year
- Nature protected by the marked routes
- Commitment to double the amount of barrier-free nature trails + new accessible fishing piers in the next 3 years



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# Results

- With Kintulammi, all possible city departments were activated to properly plan for an accurate and accessible implementation
- This resulted in a cross-governmental working group of over 20 people that planned out the new service programme for nature and recreation services from all different aspects of city planning
- Now, EcoFellows' experts take part in other cross-governmental projects to bring their expertise and create more interest and demand for accessible nature services in e.g. green area planning, urban design and public sports services.

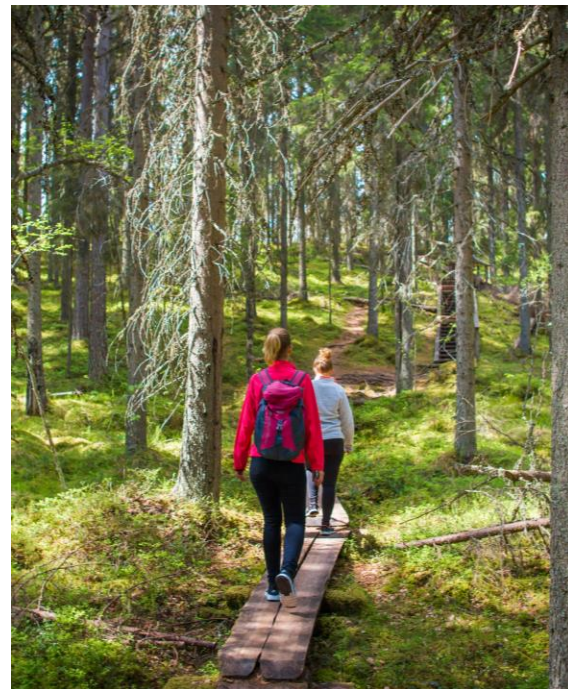


**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# Resources

- City funding has gone from ca. 200 000 € in 2021 to over a million in 2026
- At first, city funding was for the city nature and recreation service plan carried out by EcoFellows
- Now, there's a specific funded programme for accessible nature services for 2026-2029



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# Challenges

- Accessibility and connections to the nature locations
- Costs of accessible development
- Accessible public saunas
- The demands of International tourism business



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**



# Lessons learned

- Recognize your most potential attractions, and the needs of your local population
- People with disabilities also wish for genuine, authentic nature experiences.
- In developing the services, think of as vast a target group as possible.
- Apply the wanted policies to an attractive example case to commit political interest (=funding)

# Thank you!



**Inclusive and Smart Tourism Destinations:  
Strategies for innovation**

