

Cluster-to-cluster cooperation in the North Atlantic food and tourism industry; the road to increased economic activity on the extreme edge.

A NORA financed network project 2017 – 2020.

Tróndur G. Leivsson, CEO, Búnaðarstovan – Agricultural Agency.

The aim of the project is at increasing the competences and capacity to transform and direct the rapid growth in tourism into an investment in the local bio economy and local sustainable communities.

Thus to help fostering a sprouting circular economy.

The project partners are:

- Búnaðarstovan – Agricultural Agency, Faroe Islands (authority)
- Innovative Opplevelser, Norway (cluster network)
- Sermersooq Business Council, Greenland (business council)
- Austurbrú, Iceland (public-private partnership for local development)



NPA fundur í Tórshavn 30. október 2019 - Tróndur G. Leivsson, Búnaðarstovan

*We believe that,
“Tourism is a too important commodity to be left only for the tourism industry to handle” 😊*

Place-based tourism products with high value and low environmental impact meet the demands for “experience”, which modern tourists and especially MICE tourists seek.

Such activities can contribute to a sprouting circular economy, and to retain a fair share of the values generated within the local community.

To achieve this, implies a sincere amalgamation between the tourist industry and the local communities with respect to their various resources; e.g. local food and culture.

There has been a rapid growth in tourism in the High North.

- Due to successful campaigns to attract tourist
- Unfortunately, with lacking focus on domestic destination development
- Resulting in e.g. wide spread frustrations from local inhabitants.

Our overall findings can be boiled down to:

Transform the growing tourism into an investment in the local economy!

Some means of actions to recommend:

- Establishment of destination development schemes and schemes for young entrepreneurs
- Production of various toolboxes for regional and local business development
- Local development schemes like “in residence facilities” of various kind
- Provision of access to local foodlabs and legal facilitation of activities like the Faroese “Heimablídni” and “Heimaframleidari”
- Common rules in the High North regarding traffic from cruise ships and tour busses with the demand of use of local resources
- Adequate investment schemes for these specific regions

Recognition needed in the field of:

- Development of the economic potential in small scale agriculture and food production in rural and remote communities
- The present lack of financial support and investment opportunities within these regions and relevant business segments
- Small and independent producers, weakly linked to the market
- Currently, almost only fragmented efforts to support innovation and development
- Weak cluster development; both within business segments as well as within local and regional areas

Project focus:

To guide the economy of the increased tourism into an investment in the local bio economy

Output:

2017: establishment of a North-Atlantic network/community for sustainable tourism and bio economy.

2017: exchange of knowledge and experiences => best practices in one region leads to next practices in another region.

June 2018: mapping report with recommendation for further actions supporting development of local cluster activities and developments

2019: establishing contacts to new partners in the region. – current dialogue with e.g. a Northern Ireland partner; desired dialogue with more partners in the region.

2019 – new activities like peer – to –peer development activities, cluster to cluster development, etc.

2020: final report and a closing conference in Tórshavn in June.



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MIKLAGARÐUR

Boks 1069 · FO-110 Tórshavn

RÆST SEYÐAKJÖT
HÁLSUR/RÝGGUR

SKRASETINGARNUMMAR 16-193
TUMMAS JACOBSEN
HVALVIKSVEGUR 41
43 HVALVIK
MATRIKUL NÚMMAR 92A



Thank You for your attention 😊