

# Sustainable Entrepreneurship in the North Sea Region: A guidebook of best case examples

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North Sea Region  
**PROWAD LINK**

European Regional Development Fund



EUROPEAN UNION

## Sustainable Entrepreneurship and World Heritage

World Heritage and nature protection sites have an abundance of value in the form of natural and cultural resources. This guidebook explores the question of how sustainable tourism businesses can prosper by both drawing on and protecting these unique natural and cultural resources. To do this, the guidebook draws on the concepts of sustainable entrepreneurship, ecosystem services and sustainable business models to provide frameworks and examples of how sustainable businesses operating at World Heritage sites in the North Sea region can ‘protect and prosper’.

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## Sustainable Entrepreneurship in the North Sea Region

Sustainable entrepreneurship - the discovery, creation, and exploitation of entrepreneurial opportunities that contribute to sustainability - is already evident in the region. It is driven by institutional pressures (laws and regulations such as the Natura 2000 Directive), social norms (community demands) and economic pressures (consumer demand for sustainable tourism offers). However, the barriers to sustainable entrepreneurship also exist, limiting its impact. Through this guidebook, we seek to show, through a series of examples, what sustainable entrepreneurship can look like and the outcomes it can achieve. We outline the general benefits natural ecosystems and cultural heritage can provide for business, and vice versa.

Conventional enterprises interact with ecosystems in two broad ways: 1. by deriving raw materials and 2. disrupting ecosystems by waste discharge, emissions, and infrastructural development (Houdet et al. 2012). Conventional entrepreneurship within protected areas is undesirable. It threatens biodiversity, social well-being and cultural heritage. By transforming businesses, via business model innovation, sustainable entrepreneurs have the opportunity to support the ecosystems and communities of which they are part (Cohen & Winn, 2007; Houdet et al., 2012).

## Protected nature areas and their value to sustainable entrepreneurs

Protected nature areas provide benefits to inhabitants as well as visitors, in addition to protecting biodiversity and environmental quality, and are called *ecosystem services* (Angulo-Valdés & Hatcher, 2010). Ecosystem services may be broadly classified as *consumptive benefits* (such as food and clean air), *non-consumptive on-site benefits* (such as tours and sports) and *non-consumptive off-site benefits* (such as rare species of flora and fauna and pharmaceutical materials) (Dharmaratne et al., 2000; Whitelaw et al., 2014).

Ecosystem services are provided by natural and semi-natural processes taking place in the protected areas. Recent market pricing methodologies, such as travel cost, hedonic pricing, and contingent valuation, help estimate the monetary value of ecosystem services, which can be used to argue for continued protection for vulnerable areas (Angulo-Valdés & Hatcher, 2010; Esfehiani & Albrecht, 2018).

Ecosystems also provide social, cultural, and ecological benefits in addition to economic benefits. By identifying the ecosystem services available, sustainable entrepreneurs may be able to 1. enhance their offer to customers, and 2. better understand their context and how they can make a positive impact. We explore how sustainable entrepreneurs can better use the ecosystem services available to them by examining how ecosystem services can be integrated into, and improve, business models. In doing so, we place the entrepreneurs who directly interact with both the ecosystem and stakeholders (community, nature conservation organisations, tourism management, visitors) as the focus of transformation for sustainable development.

## Identifying ecosystem services and their value to sustainable entrepreneurs

What types of ecosystem services exist, and what is their role in providing resources to businesses? ‘Natural capital’ interacts with human capital (people), built capital and social capital (communities) to yield benefits for humans. Ecosystem services describes the benefits yielded from natural capital, with the role of other forms of capital. Natural capital is the basis upon which all other types of capital are based, and how all types of capital combined, lead to human well-being. The challenge is to balance social, human, and built capital to yield sustainable human well-being.

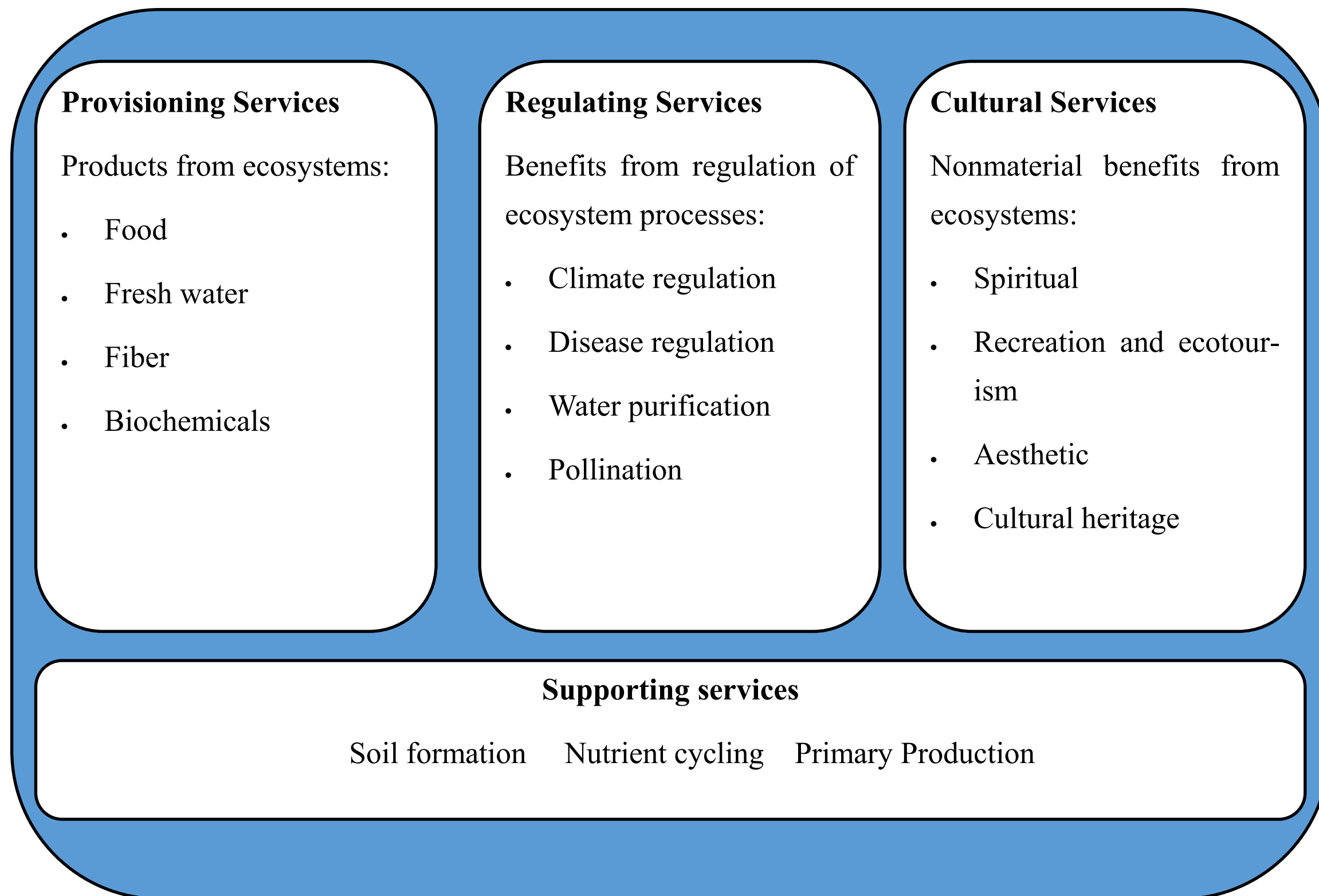
The interaction of social, built, natural and human capital result in production of ecosystem services. These services are broadly classified as:

- Provisioning services: products from ecosystems
- Regulating services: regulation of ecological processes
- Cultural services: non-material benefits from ecosystems
- Supporting services: required for other ecological processes

Therefore, ecosystems provide consumptive benefits, non-consumptive onsite benefits, and non-consumptive offsite benefits. For sustainable entrepreneurs, cultural services can be used for business cases and value propositions.

## Classification of ecosystem services

Ecosystem services can be classified in a variety of ways, including the types of services they provide. This include, for example, provisioning, regulating, supporting or cultural services.



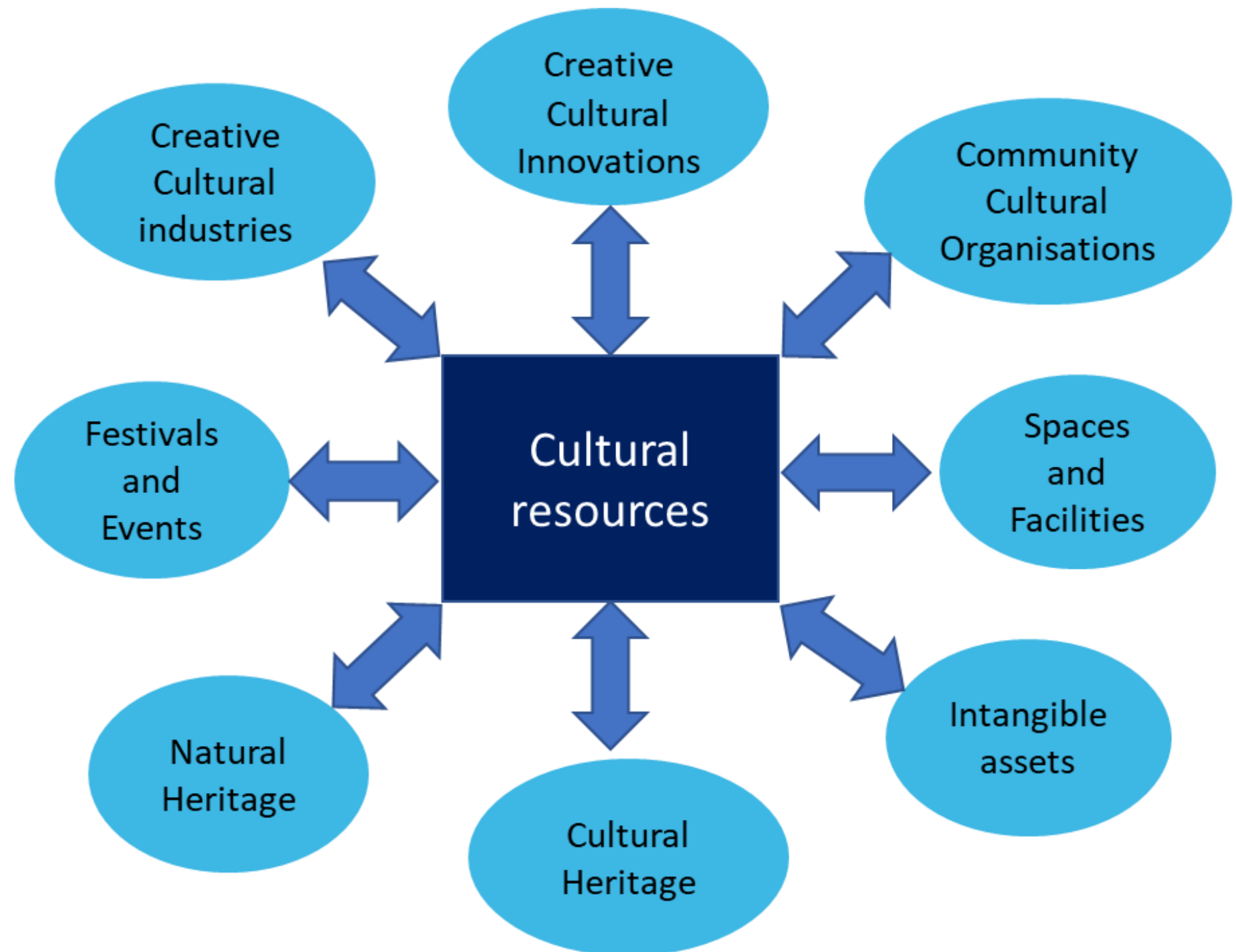
*Table 1. Classification system for ecosystem services, based on MEA, (2005).*

Of the services provided by ecosystems, it is the cultural ones that are most directly utilised by tourism businesses.

These include:

- Spiritual and religious
- Recreation and ecotourism
- Aesthetic
- Educational
- And, Cultural heritage.

These can also be seen as ‘cultural resources’, which provide content for the value propositions developed by sustainable entrepreneurs. We construct a sustainable business model framework, to better understand how these ‘resources’ can be used to develop products and businesses cases.



*Figure 1. Types of cultural resources and their value to sustainable entrepreneurs.*

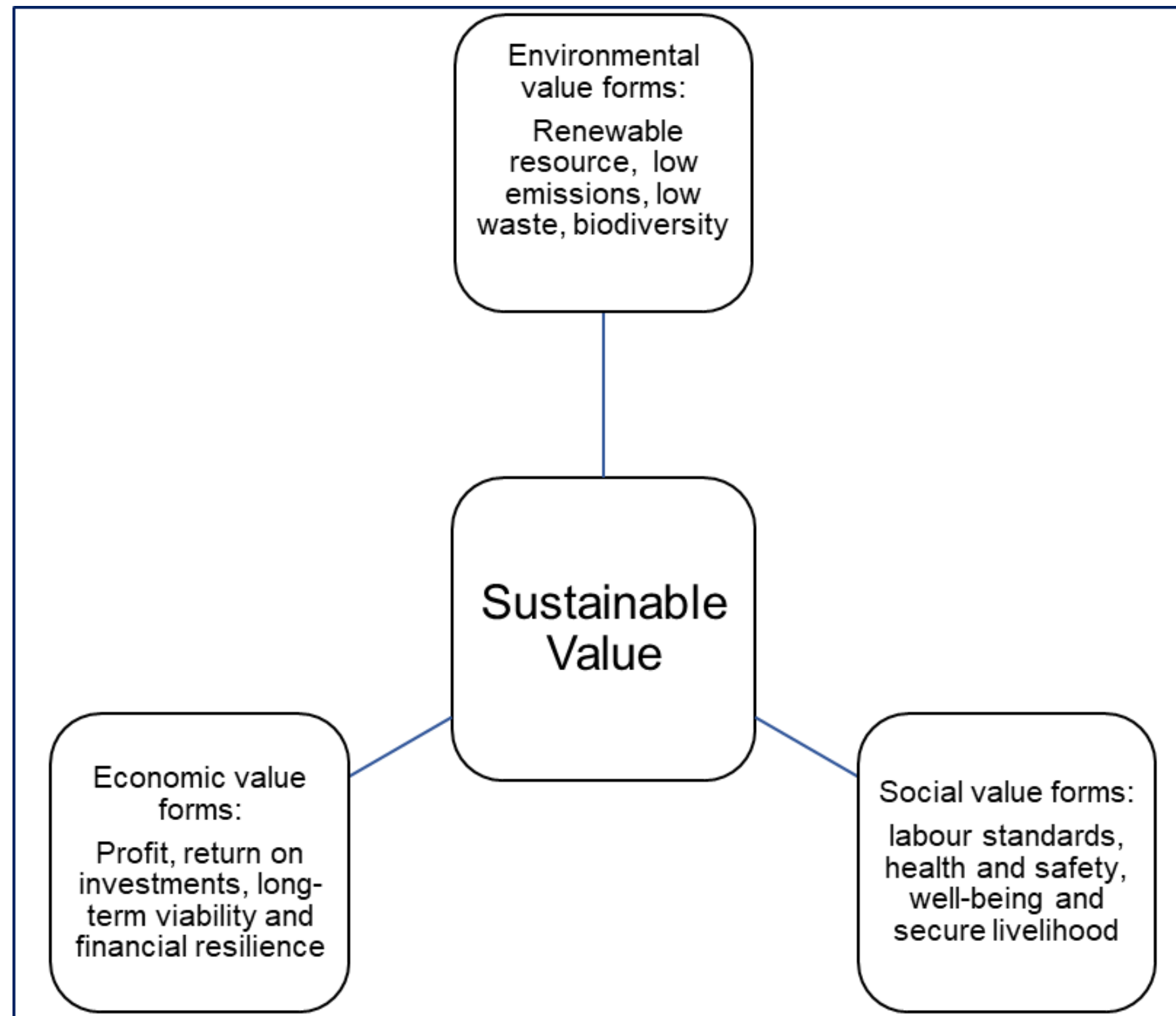
## Sustainable business models

A **business model** presents and defines the core logic of a business, covering how it creates, delivers and captures value, including economic, environmental, social or other types of value.

**Sustainable business models** explicitly seek to create, deliver and capture environmental and/ or social value, in addition to economic value (Lüdeke-Freund & Dembek, 2017; Upward & Jones, 2016). The goal is the creation of sustainable value for a wide set of stakeholders. (see figure 3), which can include more classic economic value, as well as environmental value, for example, enhance nature protection, or social value, such as the regeneration of communities.

Sustainable business models can help managers and stakeholders to achieve sustainable value through the design of better businesses. In the context of protected nature areas and World Heritage sites, this means better integration and use of natural and cultural resources available in a way that enhances (1) the protection of natural and cultural resources and (2) outcomes for enterprises.





*Figure 2. Components of Sustainable value. Source: based on Evans et al., (2017).*

## Sustainable business models and the use of eco-system services

A range of sustainable business model frameworks have been developed (Geissdoerfer et al., 2018), mostly focused on technology driven sectors such as car manufacturing and information technology (Bocken et al., 2014; Yang et al., 2017). Ecosystem services provide sustainable opportunities with natural protection areas, and as outlined, include a wide range of resources. The unique context of nature protection areas provide challenges and opportunities for sustainable business models, which we seek to identify through the Triple Layered Business Model Canvas framework (below) (Joyce and Paquin, 2016).

This framework captures the environmental, social and economic value and impacts created by businesses. It includes environment (materials, functional value, etc), societal (communities, employees, culture etc.) and economic (value proposition, costs, revenues, etc) layers.

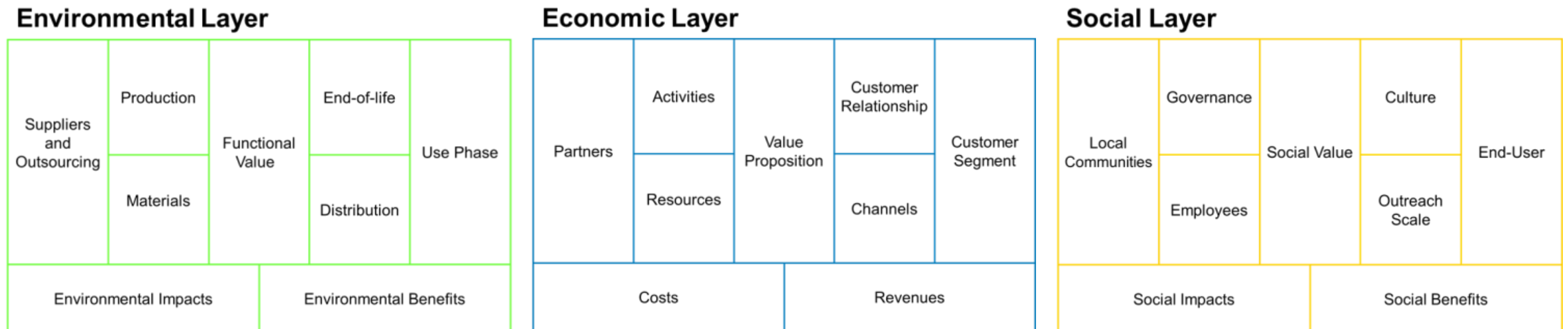


Figure 3: The different layers of the triple layer business model canvas, based on Joyce and Paquin, 2016).

# Application of sustainable business models frameworks to understand use of resources

In this report, we show key examples of sustainable tourism businesses in the region, which protect critical environmental and cultural resources as well as use them to be prosperous businesses. We show these examples through a simplified sustainable business model framework, highlight ‘what’ resources are protected or used to prosper, and how.

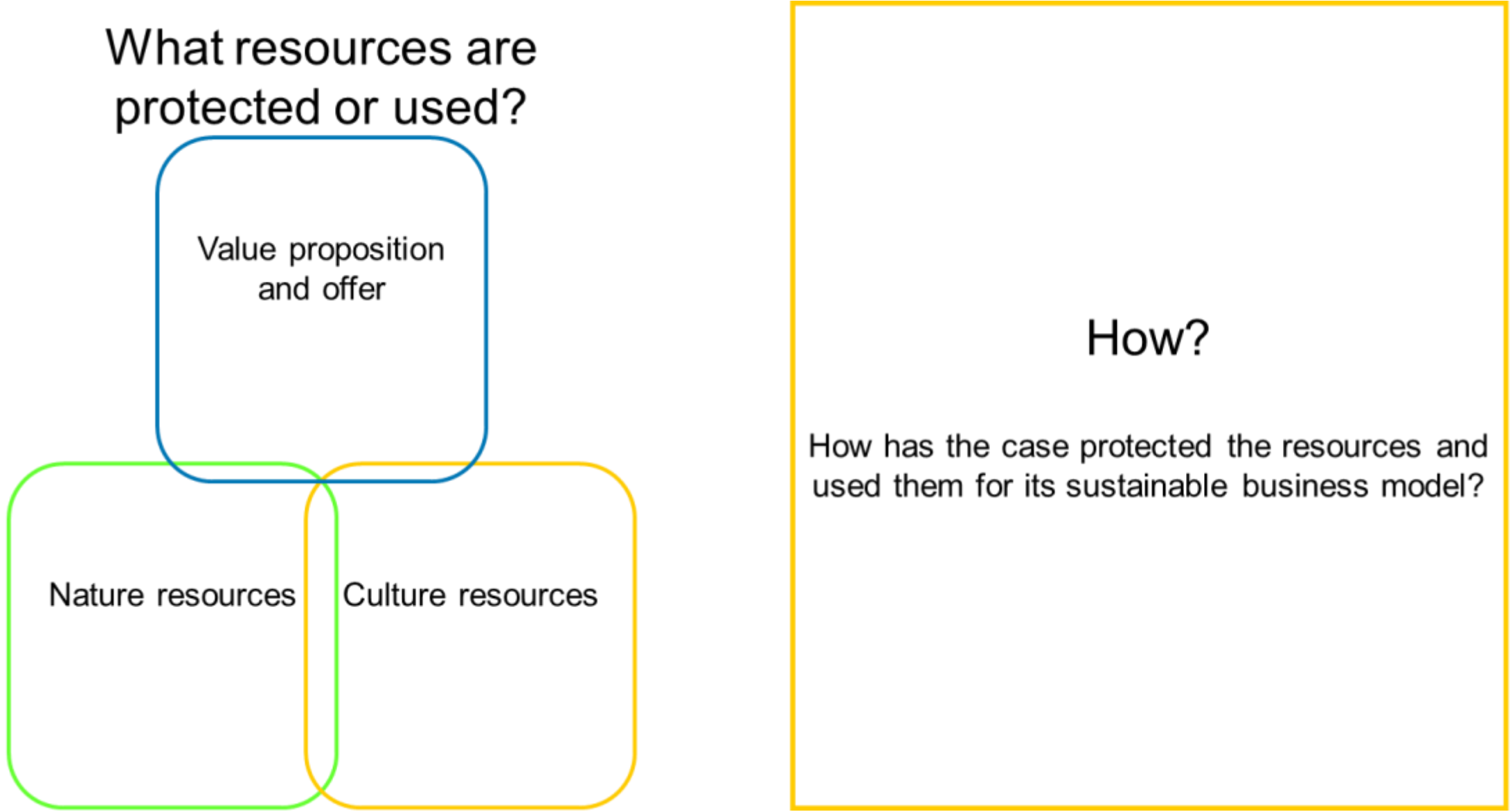


Figure 4: Framework illustrates the use of resources for sustainable entrepreneurship.

# DAN HOSTEL, Denmark

Modern eco-labelled hostel in the centre of Ribe - the oldest town in Denmark.



Picture courtesy of Dan Hostel, Ribe

## What resources?

- The hostel draws on the local heritage of Denmark's oldest town, with medieval remnants, Viking history and Cathedral.
- Viking history is captured through story-telling - such as the story of Viking sacrifice.
- World Heritage status of the Wadden and its rich wildlife and ecosystem are a key selling point for the hostel.

### Contact info and links

Explaining Viking Sacrifice – [FILM](#)

Danhostel Ribe, Tel. +45 75 42 06 20

Email: [ribe@danhostel.dk](mailto:ribe@danhostel.dk)

## How?

- ♦ Partnering with key organisations, including the Danish Wadden Sea National Park (VadeHavet), provides connections, brand benefits and information.
- ♦ Connecting guests to activities, such as mud-walks and a way to travel – a 'bed-and-bike' scheme with electric bikes.
- ♦ Connecting guests to nature, with nature inspired decor.
- ♦ Use of ecolabels – Green Key label for environmentally friendly accommodation – enhances reputation and prominence.
- ♦ Joint events with the community, such as 'Jazz Camp', to increase visitor flows.
- ♦ Reducing own impacts – designing out catering waste (providing cost savings) and encouraging pro-environmental behaviour by guests, such as re-usable water bottles.

# NATOURTALENTE, Germany

*“BACK TO THE ROOTS – WIR ALLE  
SIND NATOURTALENTE” WIRJAN  
VRIESEMA—FOUNDER*

Nature-based activities for self-discovery,  
team-building and educational purposes.

Wirjan Vriesema is the founder and a trained  
adventure pedagogue.



Picture courtesy of Wirjan Vriesema

## What resources?

- Simply: the unique Wadden, where outdoor activities take place, for self-rediscovery, team-building and educational purposes.
- Includes, beaches for raft building, night hiking and Frisian fire walks.
- Traditional and local sports – i.e. kloothe stock springen (using poles to cross streams)

## Contact info and links

Natourtalente

Tel. +45 152 26072777

Email: [info@natourtalente.de](mailto:info@natourtalente.de)

<https://natourtalente.de/>

## How?

- Partnering with key organisations, such as National Park Schleswig-Holstein (North Frisia)
- Cooperation with schools to bring young people closer to nature.
- Connection to tradition and use of ‘culture-based’ activities, such as the Frisian fire walk.
- They combine nature and heritage to provide a unique product and experience.
- Extensive training and experience of the founder and his team in adventure pedagogy.



Pictures courtesy of Natourtalente website





Pictures courtesy of Natourtalente website

# TERSCHELLING RECREATIE, The Netherlands

“Sustainability is in our DNA” *MELIS DE  
VRIES*

Family business providing sustainable stay options on Terschelling, across 4 locations.



Pictures courtesy of Melis de Vries

## What resources?

- Nature resources provided by the Wadden Sea, from beaches and forests, to 'dark skies' and local produce.
- Cultural heritage links to monuments and traditional activities.

## How?

- Codesign of tourist packages with 'Puur Terschelling' or Forest authority (Staatsbosbeheer), such as guided nature experiences for customers, connecting guests to activities.
- Reducing own impact and supporting local protection initiatives, such as Dark Sky certification for the island.
- Supporting the local community, via job creation among disadvantaged groups and sourcing (fruits).

## Contact info and links

Showcasing island experiences on Terschelling - [FILM](#)

[www.terschelling-recreatie.nl](http://www.terschelling-recreatie.nl)

Email: [info@terschelling-recreatie.nl](mailto:info@terschelling-recreatie.nl)

oplaadpunt



[www.oplaadpunten.nl](http://www.oplaadpunten.nl)

Terschelling Recreatie

VAKANTIEPARK TJERMELAN

Pictures courtesy of Melis de Vries



Pictures courtesy of Melis de Vries

# ATELIER MB ART, Denmark

Marit Beckmann offers bird watching tours, paintings inspired by birds and the scenic landscape of the Wadden Sea World Heritage Area, and active conservation efforts.

“As a "birder", the birds have always interested me. And when you first see the beauty that a plumage can show, I think: "How amazing is the world, when you take the time to see the small details" (Marit Beckmann)



Photo courtesy of ATELIER MB ART, Denmark

## What resources?

- The rich diversity of bird species found in the Wadden Sea World Heritage area.
- The scenic landscape of the Wadden Sea World Heritage area.

## How?

- Combining bird watching tours in the Danish and German Wadden Sea National Parks, with painting and retail.
- Partnering with National Park Authorities across Danish and German Borders.
- Demonstrating importance of conservation of Wadden Sea World Heritage area to bird populations.
- Organising free or subsidized nature and heritage tours for high school students.

## Contact info and links

ATELIER MB ART, Marit Beckman

Tel. +45 53 65 62 61

<https://www.mbart.dk/aabningstider/>



Photo courtesy of Marit Beckmann





Photo courtesy of Marit Beckmann

# PUUR Terschelling, The Netherlands

Puur Terschelling, a family owned business, offer nature experience on horseback, mud walks, creative nature trails and eco-friendly accommodation.

Experiencing Frisian Horses, Photo courtesy of PUUR Terschelling

## What resources?

- Well maintained nature trails, showcasing nature on horse back.
- Well-trained personnel in combination of animal husbandry and teaching children.
- Friesian bred horses.
- Scenic and abundant grazing area for the horses.
- Ample ground water for use on the farm.

## Contact info and links

PUUR Terschelling,

Tel. +31 562-449487

Email: [info@puur-terchelling.nl](mailto:info@puur-terchelling.nl)

## How?

- Collaborate in nature protection with Forestry Management for dune protection using grazing horses.
- Multiple quality and ecolabels, i.e. Safe Equestrian Safety Certificate, the Zoönoses,
- Partnering with the Wadden Sea World Heritage.
- Support island traditions and heritage, such as ring stitching, harness racing, op e riid and the cattle market.
- Contribution to various island initiatives (Natural Oosterend, TOV, VVV, Waddengoud, Dark Skypark)



Picture courtesy of Puur Terschelling



Sustainable camping with the farmer experience on Terschelling

Picture courtesy of Puur Terschelling

# NATURAL YACHTS, The Netherlands

“Natural Yachts is a family-owned company which wants to accelerate the transition to sustainable and clean water sports for all, by offering the first zero-emission line yachts for charter and for sales.”



## What resources?

- Located in the Frisian and Groningen lakes, Ijsselmeer and Wadden Sea water.
- Combine proximity to nature with low impact, green technology.
- Own shipyard for assembly of the boats increases control of inputs and impacts.

## Contact info and links

Natural Yachts

Tel: +31 515 227 017

Email: [info@naturalyachts.com](mailto:info@naturalyachts.com)

## How?

- Innovative electrically yachts powered by Direct Methanol Fuel Cell range extender, making them independent of shore power.
- Focus on quality and design.
- Partner with another family-owned company for specialized technical support, and with local authority for on-shore electric charging points for the hybrid boat versions.
- Natural Yachts received an award for most successful boat start-up in 2020.







Natural Yachts received an award for "Boat of the year - Start-up award" in 2020

Photos courtesy of Hiswa te Water.

# Wadden Sea Travel

## Germany

Joke runs a sustainable tour agency operating in the German Wadden Sea World Heritage area.

He also operates a gift shop that sells sustainable souvenirs, clothes and local products.



## What resources?

- Sustainable Tour Agency, based on the diversity and uniqueness of the Frisian coast, wild nature, culture and cuisine.

## How?

- Partnering with Lower Saxony Wadden Sea National Park and Biosphere Reserve.
- Connections with local and international networks, for example Ostfriesland, and on a global scale, such as the Annual Berlin ITB., to enhance visibility and attract clients.
- Promoting sustainable tourism by exclusively using certified, sustainable partners, helping to enhance tourism practices and standards across the region.

## Contact info and links

Wadden Sea Travel

Email:

[info@ullala.ch](mailto:info@ullala.ch)

*“You can only protect what a person knows,”* says Joke Pouliart, and lets the mudflat hikers take a closer look at a shrimp.



Picture courtesy of Andrea Ullius

Joke has been campaigning for sustainable practices in the Wadden Sea protected nature area, for over 10 years. His efforts have been recognised by local initiatives, such as being a featured personality in Ostfriesland Reloaded 2019.

On the long way to the island: The Wadden Sea  
between Neuharlingersiel and Langeoog

Image courtesy of Ostfriesland Reloaded

# RADTOUREN NORDFRIESLAND Germany

This is a partnership business. Bürte and Björn offer high quality and creative bike tours in the Nordfriesland area, and the Wadden Sea World Heritage site.



Pictures Courtesy of RADTOUREN NORDFRIESLAND

## What resources?

- Traditions, food and landscape of North Frisia, via guided cycling tours.
- The diversity of natural beauty, bird sanctuaries and much more, both inland and on the coast and islands.
- Mix and leverage natural and cultural heritage value of the region.

### Contact info and links

Bürte und Björn Lachenmann, Radtouren Nordfriesland,  
Hauptstraße 57, D-25899 Klixbüll

Tel. +49 4661 7150085

Email: [moin@radtouren-nordfriesland.de](mailto:moin@radtouren-nordfriesland.de)

## How?

- Extensive collaboration with hoteliers, city marketing, farm shops, restaurants and youth hostels – joint offers, including sampling local products etc.
- Joint tours with Natural History Museum Niebüll.
- Connect with regional nature conservation associations including National Park Schleswig-Holstein Administration,
- Development of new nature cycle routes and activities in the region. This is to complement existing routes such as the “North Sea Cycle Route” and “Border Route”.
- Clear mission: to motivate as many people as possible to get on their bikes and leave their cars behind.
- Inclusive and low impact, via electric bikes.

Pictures Courtesy of RADTOUREN  
NORDFRIESLAND

In our certificate it says:

We national park partners live in the Schleswig-Holstein Wadden Sea region and feel connected to the national park and its goals. We support the protection of our natural environment by offering a high quality product and by operating sustainably in the region. We are proud of our natural and cultural landscape and also rent it out to our guests. Tourists can obtain professional information about the national park from us and our staff at any time.





Pictures Courtesy of RADTOUREN  
NORDFRIESLAND

# VOGEL INFORMATIECENTRUM, The Netherlands

This is a co-owned centre offering bird watching experiences for novice and professionals, alongside a shop providing high quality bird watching gear, and other merchandise.



Pictures courtesy of Vogelinformatiecentrum online resources

## What resources?

- Rich bird diversity on the Dutch Wadden Island of Texel.
- Experienced, locally knowledgeable bird guides.
- Extensive local bird conservation organisations.

## Contact info and links

Marc Plomp

Tel: +31 222 316249

## How?

- Partnering with Natuurmonumenten (nature conservation organisation) to ensure bird conservation on the island of Texel.
- Connecting local and global issues, such as how Wadden Sea's role in maintaining global bird diversity.
- Supports conservation efforts, i.e. raising awareness of importance of restricted areas for bird breeding.
- Supports Texel Bird Island Foundation through donations.



Pictures courtesy of Vogelinformaticentrum online resources



Pictures courtesy of Vogelinformaticentrum online resources

# eMobility GEIRANGER Norway

At the heart of eMobility is the idea of making a fun rental and adventure firm out of environmentally friendly cars.



## What resources?

- The winding roads on which the cars are driving have viewpoints over the Geirangerfjord and provides a cultural heritage experience.
- The special fjord landscape gives a backdrop to the adventure.
- Geirangerfjord's multiplicity of World heritage.
- Local owners and managers.

### Contact info and links

Link to film from the start-up - [FILM](#)

Webpage: <https://www.emobgeiranger.no/en/>

Contact eMobility Geiranger: Tel: +47 455 00 222

Email: [post@emob.no](mailto:post@emob.no)

## How?

- Car rental, with guiding audio, of emission free Renault Twizy cars.
- The funny look of the cars makes a good starting point of a fun adventure.
- Integrated audio guides give information about the area, it's inhabitants, nature and history – eMobility is more than renting a car.
- The business highlights green marketing advantages: Emission free adventures and having fun whilst avoiding CO<sub>2</sub> emissions.
- 90 – 100% of the customers are from cruise ships.
- Direct sales on the street is the main channel of sales, but adventures are also sold through for instance TripAdvisor and social media.
- Partnering and promoting local partnership.
- Eco-lighthouse (miljøfyrtårn) ecolabel.

eMobility - Direct sales in the street is the most important sales channel



Photo Else Ragni Yttredal





Photo Else Ragni Yttredal

An aerial photograph of Westeraas Farm in Geiranger, Norway. The image shows a large, calm lake reflecting the surrounding mountains. The mountains are covered in dense forests with vibrant autumn foliage in shades of yellow, orange, and red. In the foreground, a small farm complex with several wooden buildings and a parking area is visible on a grassy slope. The sky is clear and blue.

# WESTERÅS FARM, GEIRANGER Norway

Iris and Arnfinn Westerås combine resources from the farm with accommodation rental and restaurant in the barn

*«We sell because we have an idyllic farm: fresh air and proximity to animals» Iris*

Photos with courtesy of Westeras Farm .

## What resources?

- Idyllic farmyard owned by the family from around 1600.
- Special fjord scenery and rich cultural landscape part of the experience.
- Outdoor experiences on the doorstep.
- Geirangerfjord World heritage.
- Using the “natural” international influx of tourists to the Geiranger World Heritage area to attract guests.

## Contact info and links

Film from the farm.

Contact Westerås Farm, Geiranger: Tel: +47 926 49 537

Facebook: <https://www.facebook.com/WesteraasGard>

## How?

- Combining a traditional farm with cabin and apartment rental and a restaurant with traditional Norwegian fare in the barn.
- Sheep, goats and lama in addition to traditional farming methods, uphold the cultural and natural landscape, protecting and preserving it’s cultural heritage and biological diversity.
- Cooperating with diverse tour operators and cruise operators, attracting both individual and group travellers.
- Important sales channels are Online Travel Agents like [www.booking.com](http://www.booking.com) and [www.hotels.com](http://www.hotels.com).
- Members of local, regional and national partnerships and networks.
- Owners are active members of the local community.
- The married couple and local owners and managers run the business as a totality.



Photos Else Ragni Yttredal.

Iris and Arnfinn, of Westeras Farm  
in the restaurant in the old barn.



Photo Else Ragni Yttredal.



**WILDCRAFT BREWERY**  
**BUXTON, NORTH NORFOLK**  
**England**

Photos with courtesy of Wildcraft Brewery

## What resources?

- Investing in local relationships “We have tried to build up a community of people that feel like they are part of the brewery.”
- Logo is based on the local history of the pink, fluffy but large toothed Brewbacca, a beast feared by ramblers and blamed for missing sheep.
- Owner/managers’ time and effort on their business.

### Contact info and links

Facebook: <https://www.facebook.com/Wildcraftbrewery>

Web-page: <https://wildcraftbrewery.co.uk/>

Contact Wildcraft Brewery: Tel: +44 (0)1603278054

Email: [office@wildcraftbrewery.co.uk](mailto:office@wildcraftbrewery.co.uk)

## How?

- Community brewery traditionally selling to pubs and restaurants, but during Covid-19 season changing to bottled beer home delivery, drive-in shop and pop-up pub.
- Foraged berries and herbs are used to enhance beer recipes, and creates connection to locality.
- “We have always set ourselves up as a community brewery. The idea was that people should feel that they are a part of it.”
- Community activities: Tap takeovers, brewery tours, Wild Fest – music and community festival.
- People from the local community dedicate their time and expertise to the brewery. For instance during Covid-19 season people delivered foraged fruit and herbs for beer.
- Environmental efforts, like 10 pence bottle returns, using packaging from suppliers to repack, transport collective, reuse of organic waste.

Wildcraft Brewery...



Photos with courtesy of Wildcraft Brewery



Photos with courtesy of Wildcraft Brewery.



# DEEPDALE CAMPING AND ROOMS - AND FARM

BURNHAM, DEEPDALE,  
NORTH NORFOLK COAST, England

BACKPACKERS'  
HOSTEL  
BBQ courtyard &  
kitchen facilities  
for hostel guests  
DEEPDALE  
CAMPING & ROOMS

Photo with courtesy of Deepdale  
Camping and Ro

## What resources?

- Farmland, farming and natural resources for farming.
- For tourism: “We use the nature, that is our biggest thing. The local walks, the Norfolk Coastal footpath is a huge thing for us, huge importance!”
- “Staff are our greatest asset.”

## Contact info and links

[Slideshow](#) from the camping

Webpage Camping and Rooms: <https://www.deepdalebackpackers.co.uk/>

Webpage farm: <https://www.deepdalefarm.co.uk/>

## How?

- A combination of farming, rooms for rent and camping including a visitor information centre to promote local activities.
- Run nature conservation weekends and engage with nature protection organisations such as the Rivers Trust to improve their surroundings, learn and then share their knowledge.
- Music events for their customers.
- To preserve the environment Deepdale has phased out plastic. They offer customers reusable, branded cups for events – to promote the company long after the event. Deepdale is also Green Tourism Gold certified.
- Deepdale’s main customers are semiretired or retired couples who visit all year.
- Advertising is concentrated on drawing customers for the off-season through social media, websites, podcasts and newsletters updating customers on local activities and other experiences.



Photos with  
courtesy of  
Deepdale  
Camping and  
Rooms.



Photos with courtesy of Deepdale Camping and Rooms

# HOTEL UNION, GEIRANGER, Norway

A family run spa hotel and conference center.....

and a cornerstone company in the local community



Photo Tone Molnes

## What resources?

- The destination Geirangerfjord attractions; World heritage, scenery, fjord landscape, mountain walks.
- Local owners and managers investing in their hotel.
- The community and local employees are the backbone of an all-year-round hotel.
- Local activities and adventures.
- The “natural” influx of visitors to the destination provides guests also for the hotel.
- Promoter and user of local food and other resources.

### Contact info and links

[Film](#) presenting the area and the hotel.

[Website](#)

Contact Union Hotel Geiranger : Tel. 70268300,

Email: [geiranger@hotelunion.no](mailto:geiranger@hotelunion.no)

## How?

- A large family run spa hotel and conference centre with a history dating back to the late 19<sup>th</sup> century - 197 guest rooms.
- Open all year round providing stable employment for inhabitants in the village (70/70 all year/season).
- A double purpose hotel: “We want to fulfil small and big dreams for our guests; couples on holiday, anniversaries, weddings AND to take social responsibility by acting as a cornerstone company in our community...”.
- Customers from everywhere: Norwegian and international, summer tourists and business customers – hence marketing channels are also diverse.
- Initiating and investing time and money in local organisations, community life and local firms.
- Environmentally conscious: Charging stations for el-cars, heating system and night regulation, grinder of food waste, geothermal heating...



Photo Tone Molnes





Photo Tone Molnes

## Key actions for sustainable business models

Sustainable tourism businesses often rely on the nature and cultural heritage resources in their region. The cases shown here illustrate what is possible. However, in many cases, the potential of natural and cultural heritage resources is not fulfilled. This can be due to a lack of awareness, misinterpretation of protected areas management strategies, or the idea that conservation is both costly and limiting (Dawo et al., 2020). One way of bridging this gap is by increasing levels of sustainable entrepreneurship and supporting the protection and use of natural and cultural heritage resources. Key actions for entrepreneurs to protect and prosper include:

- Identifying the nature and heritage resources available for business value, and/ or which need protecting and enhancing.
- Designing a business to yield environmental and societal outcomes; alongside profit.
- The application of innovation and creativity in their product and service offers.
- Engaging with the community.
- Cooperating with nature conservation organisations to promote preservation and sustainable use.
- Investing in the development of their employees.

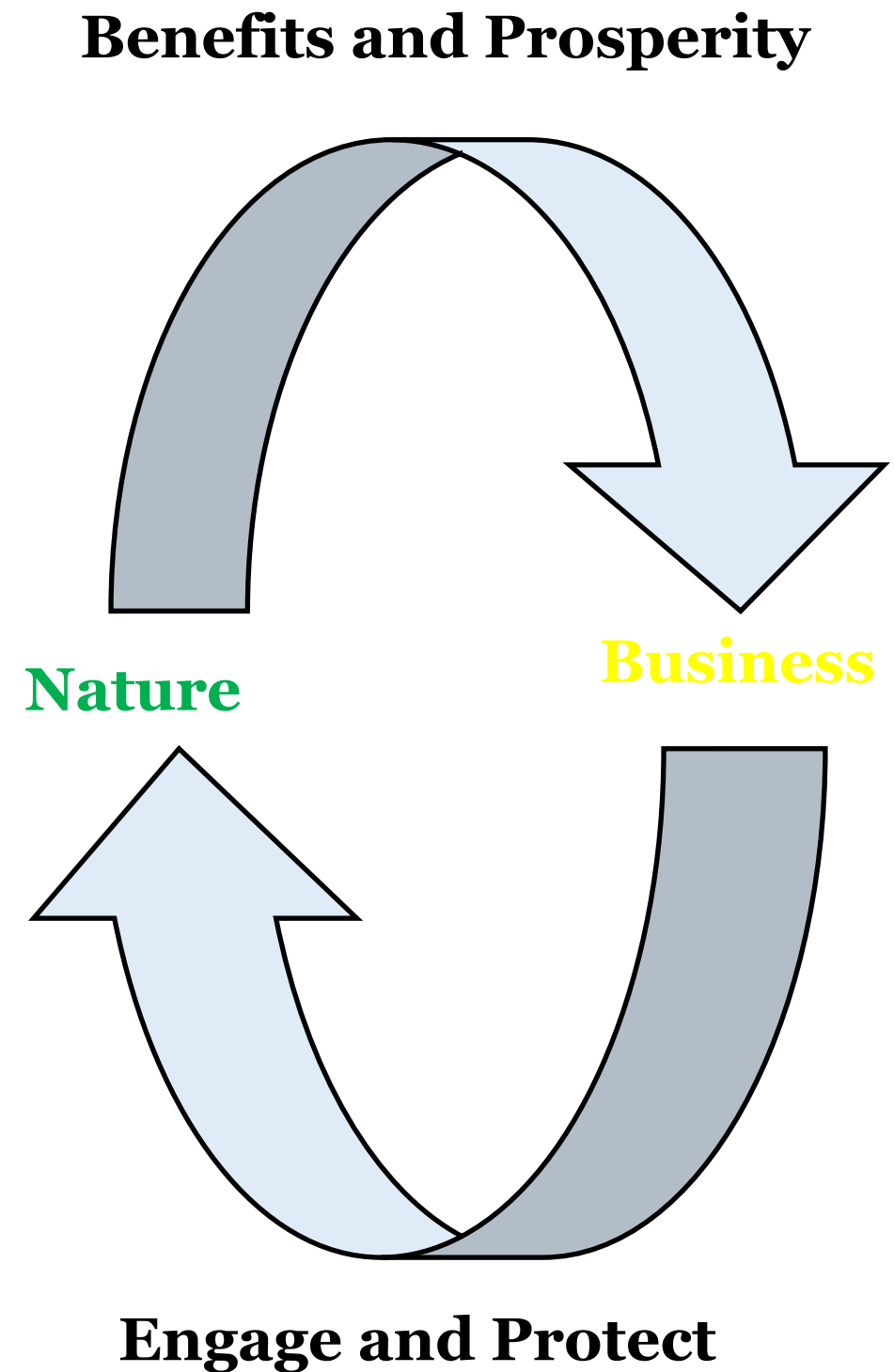
## Next steps...

Sustainable tourism is about refocusing and adapting current business practices in a way that reduces the impact on nature and habitats, humans, water, and climate. How can businesses do this and still prosper?

The PROWAD Link project will be offering a series of workshops and materials to enable entrepreneurs in protected areas to improve their business models for sustainability.

Join us in 2021 as we explore ways in which sustainability and innovation using nature and heritage resources can revamp this important industry.

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*Figure 5. Nature Business Cycle*

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