

# Sustainable businesses in touristic nature areas

Best case examples from 5 countries

«protect and prosper»

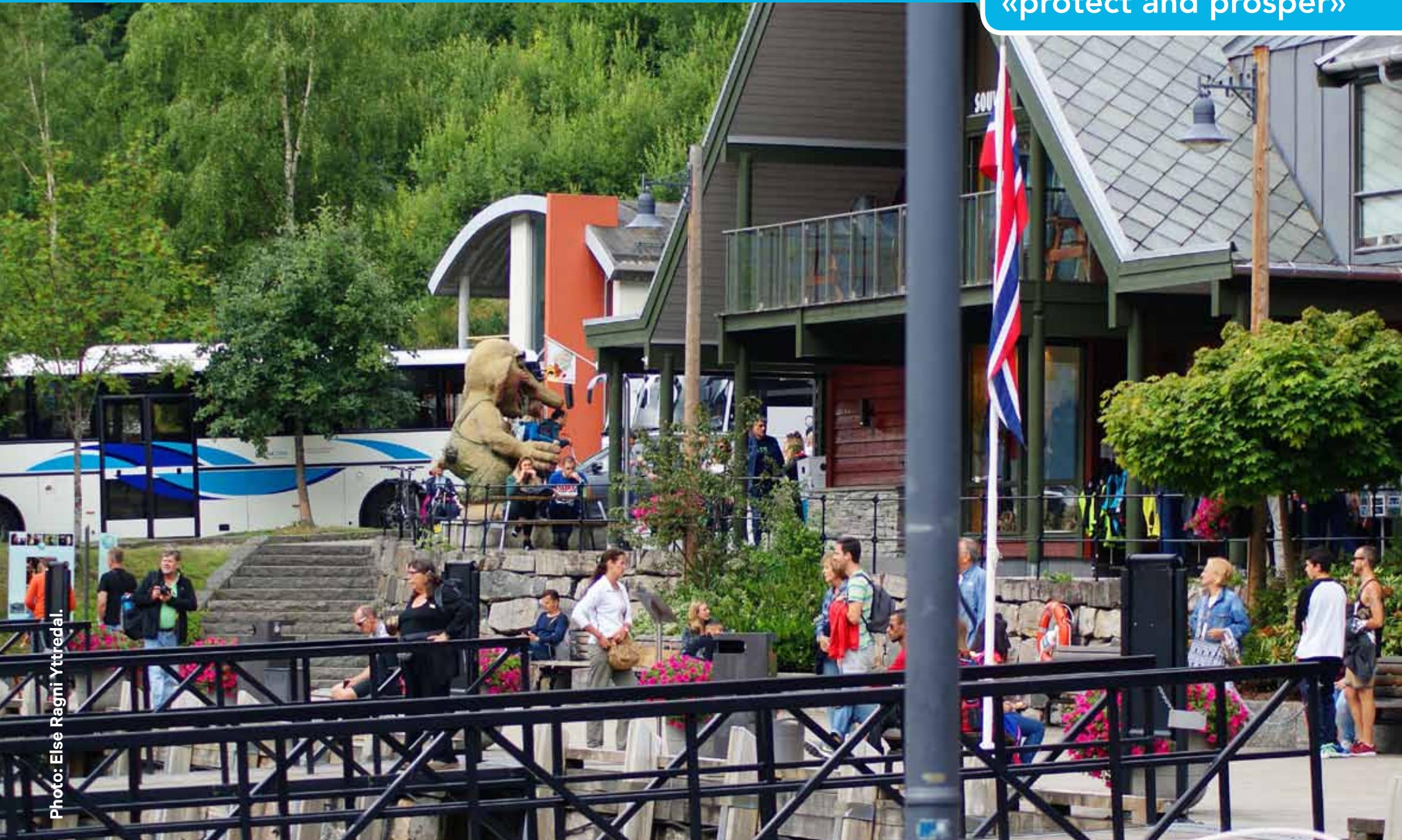


Photo: Elise Ragni Yttredal.



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# For your inspiration!

«protect and prosper»

Protect and prosper is the ethos of the EU Interreg project, Prowad Link. Prowad Link aims to unlock the potential of nature as a driver for jobs and sustainable development. This is achieved by working directly with Small to Medium Sized Enterprises (SMEs) to develop nature as a brand, creating mutual benefits for SMEs and the natural environment.

Partners from The Wadden sea World Heritage site (Denmark, Germany, the Netherlands), Geirangerfjord section of the West Norwegian Fjords World Heritage site (Norway) and The Wash & North Norfolk Coast protected areas (United Kingdom) are working in collaboration to build knowledge about sustainable business operations in touristic nature areas and to develop sustainable products and services.

This publication aims to inspire entrepreneurs to work towards a sustainable future.

We want to thank all the businesses who have kindly contributed to this research and report!

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Photo: Else Ragni Yttredal.



Film from  
World Heritage Center  
in Geiranger



Film from  
Westerås Tourist farm  
in Geiranger



Film from  
Eagle Road to  
Geiranger



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«Our product is the environment: beautiful countryside, free sea air, big blue skies, salt marshes, woods and fields, nature at its best, let's keep it that way!»

# Deepdale camping and rooms!

“Leave only footprints”

Burnham Deepdale, North Norfolk Coast, England

«protect and prosper»

## In short

Deepdale camping and rooms small enterprise (14 staff) is located in North Norfolk Coast's Area of Outstanding Natural Beauty (AONB), a Government designated Nature Protected Area. Deepdale are well connected to their surrounding natural and cultural heritage and have set up a visitor centre to signpost their customers to local walks, attractions and activities. Deepdale pride themselves on excellent customer service by their well-trained, living wage salaried staff.

Due to Covid-19, Deepdale have had to cancel all of their summer and autumn music and social events in line with Government policy. Deepdale's customers were unable to visit during the lockdown.

## Natural assets and benefits

*"We use the nature, that is our biggest thing. The local walks, the Norfolk Coastal footpath is a huge thing for us, huge importance!"*

## Coastal Pathway Networks

Deepdale is located within minutes of one of the many Coastal Pathways. This is an asset that Deepdale encourage their customers to use through their visitor information center and well-trained staff.

## Investing in natural capital

Deepdale run nature conservation weekends and engage with nature protection organisations, such as the Rivers Trust, to improve their surroundings, learn and then share their new knowledge.



[Film from the Camping](#)



[Deepdale camping and rooms web](#)  
[Deepdale farm web](#)

## Society and culture

*"We are a catalyst for people to come and explore and be educated about the local area."*

## Events

Deepdale have used their strong ties with local musicians to organize events for their customers.

## Business network

Deepdale use their visitor information centre to promote local activities.

## Staff

*"Staff are our greatest asset."*

Deepdale take pride in their customer service and invest in their staff by providing "living wage" salaries and sending them on trips to sample local attractions.

## Environment – special efforts

- Deepdale have phased out plastic. They offer customers reusable cups for events which are branded to promote the company long after the event.
- Deepdale are Green Tourism Gold certified.

## Customers

Deepdale's main customers are semiretired or retired couples who visit all year. Families tend to visit during the peak holiday season. Deepdale reward their loyal customers with discounts on stays and Deepdale merchandise.

## Sales Channels

*"We do virtually no advertising during the high season, all of our marketing is really about encouraging people to come out of season."*

Deepdale use traditional channels such as social media (FB, Insta etc.), websites (Tripadvisor, UK Campsites) alongside more innovative channels, such as:

Podcasts and newsletters - updating their customers on topics from local activities to their experiences during the Covid-19 crisis.

«When Covid-19 struck, the customer base disappeared.»

«We were planning to open in March when the cruise ships arrived and if the weather conditions allowed to. Instead we opened mid-May only for weekends»



Adapting  
to Covid-19:

# Westerås farm!

Geirangerfjord, Norway

«protect and prosper»

## Westerås in short

Westerås farm is a family owned and run combination of farm and tourism business. On the farm there are sheep, goats and lamas. The old farmyard in addition includes a restaurant in the barn, 5 cabins and 2 apartments for rent.

## Challenges due to Covid-19

The destination of Geirangerfjord is mostly based on international tourists coming by cruise, bus or as individual travelers. Norway was for much of 2020 summer season closed for international visitors and cruise visitors in the area was down to zero.

Uncertainty about the situation, when to open, how to cope with risk of the spread of Covid-19 was one of the main challenges.

## Customers

From having 50-65% of guests in the restaurant from cruise ships, this was down to 0. All bus groups were cancelled.

## Staffing

Due to the uncertainty of the situation, whether, how and at what time to staff was one of the main challenges.

## Effects of Covid-19

- › Customers were almost 100% Norwegian, opposed to mostly international in 2019
- › Only individual travelers – not cruise or groups
- › Was in 2020 not part of an established value chain
- › Booking.com became even more important to attract Norwegian travelers
- › Shorter season – but longer than expected (June – mid October)
- › Turnover during summer season reduced by approx. 50%

## Solutions

Westerås farm made no radical changes to their business due to Covid-19 but tried to make adjustments and find coping strategies.

This included:

- › Postponement and minimization of staff
- › Contacted customers with pre-bookings to check if they wanted to cancel to open up for Norwegian customers
- › Network of cabin owners joined to discuss the situation
- › Kept up with the national Norwegian business association's recommendations
- › Destination is included in general advertisement to influence Norwegians to travel in Norway
- › Active on Facebook-group – "Vacations in Norway"
- › New procedures for cleaning of cabins and apartments
- › New procedures for the restaurant: Cleaning, serving of food, distance between tables, how to handle dirty dishes and waste food

## Key enabling factors

- › Geirangerfjord area's attractiveness as a tourist destination
- › Familiarity with changes according to season and number of customers
- › Clear dates set for opening up of the tourism businesses (June 15, opening up for Norwegians, July 20 opening for international visitors)
- › National campaigns urging Norwegians to travel in Norway
- › No all year employees, except owners, made staffing flexible
- › Flexibility of owners – due to alternative jobs, extra working hours



Film from the farm



Facebook

«When you come to Geiranger 'Twizy' and great nature are waiting for you»



«We sell emission free mobility with a smile. Employees are supposed to have fun, it is easy going»

Photo: Else Ragni Yttredal.

# eMobility!

Emission free mobility with a smile

Geirangerfjord, Norway

«protect and prosper»

## eMobility in short

eMobility is a family owned limited company located in the village of Geiranger. The company provides fun adventure tours in audio guided electric cars. eMobility's key attributes:

- › 44 Renault 'Twizy' for rent with audio guide
- › All year employees pre Covid-19, 2 (including owner/manager), seasonal staff 2-4
- › 2020 virtually no activity
- › Main season: Pre Covid-19 from May to September

## Natural and cultural heritage benefits

eMobility gives their customers an opportunity to navigate the steep winding roads, such as the 'Eagles Road' to the North and the almost 1500 m high Dalsnibba road to the South. The roads have stunning views and viewpoints to the Geirangerfjord World Heritage Area.

## Society and culture- special contribution

- › All year local employment (2)
- › Active in the local community
- › Provide new adventure ideas for tourists
- › Introduce the area to tourists with their audio guide

## Environment – special efforts

At the heart of eMobility is the idea of making business out of environmentally friendly products. The company is using electric cars powered by hydroelectricity. They are eco-lighthouse (Miljøfyrtårn) certified paving the way for eco-friendly operation. The eMobility product also highlight green marketing advantages:

- › 100% electric cars thus emission free experiences
- › Having fun whilst avoiding CO<sub>2</sub> emissions

## Customers – cruise based

90 – 100% of the customers are from cruise ships.

## Sales channels

The main channel is direct sales on the street (approx. 65%). They also benefit from a variety of web-based sales channels:

- › TripAdvisor (booking)
- › Geiranger Fjordservice (local adventure firm) (booking)
- › Own webpage (booking)
- › Social media



[Link to film from the startup](#)



[Website](#)



Photo with courtesy of Mrs Temple's Cheese.

# Mrs Temple's Cheese!

Wighton village, North Norfolk Coast, England

«protect and prosper»

«Our voluntary community work is educating people in the community about Norfolk farming and cheese making»

«I go out and do cheese cabaret... generally I provide the cheese and the wine, they provide the venue and charity gets the revenue»

## Mrs Temple's in short

Mrs Temple's Cheese is located within the North Norfolk Coast Area of Outstanding Natural Beauty (AONB). A family owned business, Mrs Temple's Cheese, produces a range of artisanal cheeses primarily for the Restaurant and Events markets. They employ 14 staff from the local community and use waste from their dairy farm to provide energy to the village through their anaerobic digester. Their regenerative farming methods help them to preserve and enhance the natural heritage and reduce environmental impacts.

Covid-19 season 2020 was a good season for Mrs Temple's Cheese. September was up by 40%.

## Natural assets and benefits

### Anaerobic Digester

The Temple's farm operates an anaerobic digester, using organic waste to produce electricity to the community and fertilizer for the fields.

### Investing in natural capital – regenerative farming

The Temple's operate the farm to preserve the soil and protect their surrounding environment. Crop rotation, growing nitrogen fixing crops and the phasing out of tillage has resulted in higher carbon storage and less nitrogen leaching to nearby water bodies. Their cow breed, the Brown Swiss, were chosen for their ability to thrive outdoors; feeding on grass as opposed to expensive imported feeds, such as soy beans.

## Society and culture – special contributions

### Teaching and Research

Temple Farm is open for the public to visit by appointment to learn about farming and cheesemaking. In addition to this, the Temples provide educational tours to young farmers clubs, foreign agricultural clubs and veterinarians. The Temples also engage in collaborative agricultural research projects, helping them to keep their farming activities both sustainable and cutting edge.

## Outreach

Mrs Temple uses local events to help educate people about Norfolk farming culture and cheesemaking.

## Customers

*"I lived in a cottage on a junction and I wrote down the name of every refrigerated van that drove past and gave them a call"*

Mrs Temple's Cheese focusses on local customers to reduce "food miles". Prior to the Covid-19 crisis, they sold primarily to suppliers for shops, restaurants, hotels and even airline meal caterers. During the crisis there has been a shift towards local shop suppliers with some restaurant suppliers closing, and smaller local box delivery and mobile shops emerging.

## Sales Channels

*"I am a bit naughty; I don't pay for advertising"*

Mrs Temple relies on her "larger than life" personality to attract the local press to write articles about her and the business and she regularly speaks at local events, which maintains the company's profile. Their website was recently set up by a close family member and they also have a Facebook page.



[Link to film about Mrs Temple's](#)



[Facebook](#)



«We want to fulfil small and big dreams for our guests; couples going on holiday, anniversaries, weddings...»

Photo: Tone Molnes.

«and to ...take social responsibility by acting as a cornerstone company in our community, providing year-round employment...»

# Hotel Union!

Keeper of the village AND environmentally conscious fulfiller of dreams  
Geirangerfjord, Norway

«protect and prosper»

## Union Hotel in short

Situated in the centre of Geiranger Village, Union Hotel is a large family run spa hotel and conference centre with a history dating back to the late 19th century. Union Hotel is open all year round, providing stable employment in the village. Key attributes of the hotel include:

- › 197 guest rooms, 3 restaurants, spa, swimming pools, conference facilities, bar lounges, hotel shop
- › All year employees about 70, about 70 seasonal staff
- › Turnover 2020 (covid-19 season) down by approx. 44 %

## Natural assets and benefits

- › The nature and icon of the Geiranger fjord
- › Inside Geiranger area world heritage site
- › Hikes and other activities in nature

## Society and culture– special contributions

Union Hotel takes and has a goal to take societal responsibility. It is the only hotel in the village open all year round, thus being the largest year-round workplace. It is an emergency hotel for the area, housing staff and others in case of emergency. In addition, the owners of the hotel have been active in taking, promoting and supporting local initiatives and activities. Examples of their social contributions in addition to employment are:

- › Promoter and user of local food
- › Has initiated, supported and promoted preservation of the local fjord farm culture
- › Ownership in several local businesses
- › Involved in local projects
- › Supports local sports and culture

## Environment – special efforts

The hotel has also been in the forefront of taking environmental measures. Among them are:

- › Green fjord partnership
- › Eco-lighthouse (Miljøfyrtårn, ecolabel) certified

- › Charging stations for el-cars
- › Heating system with night regulation
- › El-system connected to check-in
- › Smaller dinner plates to reduce food waste
- › Use of geothermal heating
- › Grinder for food waste (Turns into soil in 18 hours)
- › Waste sorting
- › Laundry for bathrobes to avoid transportation

## Customers - from “everywhere”

- › Customer base depends on time of the year.
- › Summer 80% international (many from Asia) 20% Norwegian, all year round about 50/50
- › About 40% individual guests, 40% bus
- › 8% business and seminars

## Marketing and sales channels – diverse

Union Hotel is dependent on very active and diverse marketing and sales. The hotel has their own marketing and sales division and depending on time of the year also other employees and owners are involved in sales. Marketing channel depends on customer groups. Examples are:

- › Social media / Youtube
- › Platforms; booking.com, De Historiske (group of historic hotels in Norway), Fjord Norway
- › Logos and profiling / Travel magazines
- › Presentation of the hotel
- › Google announcement
- › Market cooperation – local destination
- › Special activity program for the shoulder seasons
- › Advertisements



**Presentation of the hotel**  
**Link to film presenting**  
**“the hotel that brings together the village”**



**Website**



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

«As I see it, there is a  
lot of work on the farm  
without a direct eco-  
nomic benefit... but  
maybe indirectly...»

Photo hyke.studio.

# Westerås farm!

The tourist farm AND keeper of the landscape  
Geirangerfjord, Norway

«protect and prosper»

## Westerås in short

Westerås is an idyllic farmyard dating back to before 1600. It is a family owned and managed enterprise combining a traditional working farm with a tourist business. The family take pride in their role of protecting and preserving the natural landscape and their cultural heritage. Westerås key attributes:

- › Located in Geiranger village
- › Stunning view
- › Traditional mountainside sheep and goat farm (lamas are a recent addition!)
- › High-end Restaurant with traditional Norwegian fare
- › 5 cabins and 2 apartments (self-catered)
- › Employees all year: 2 (the owners), 9 seasonal staff (2019)
- › Turnover 2020 (Covid-19 season) down by approx. 50%
- › Season: Pre Covid-19 from May to September, 2020: June 20 to mid-October.

## Natural assets and benefits

Westerås is located within the Geirangerfjord World Heritage Area, giving it a range of competitive advantages:

- › Unique geology of global significance
- › Hiking – easy access both beginner and advanced routes
- › Waterfall walk
- › Stunning views over the fjord
- › Special natural and cultural landscape

## Society and culture– special contributions

- › Preservation of the traditional mountain farming cultural landscape
- › Year-round local employment
- › Participation in local networks
- › Maintaining farming traditions and skills

## Environment – special efforts

- › Preserving biological diversity in the fields
- › Focus on waste reduction and recycling
- › Eco-lighthouse (Miljøfyrtårn, ecolabel) certified
- › Green Fjord environmental network membership
- › Charging station for el-car

## Customers - from “everywhere”

- › Guests come from all corners of the world.
- › 50 – 65% of restaurant diners are from the cruise ships
- › Guests in apartments and cabins are a good mix

## Sales channels - diverse

A normal season for Westerås farm is 5 months. To keep up such a long season, several sales channels are used.

**General:** [www.fjordnorway.com](http://www.fjordnorway.com), Facebook, Word of mouth, Terra Nova Scandinavia, Destination company, [www.visitnorway.no](http://www.visitnorway.no), [Tripadvisor.com](https://www.tripadvisor.com), <https://www.vos.to> / destination management.

**Restaurant:** Cruise operators: European cruise services, Olsen shipping company, Nordic Gateway.

**Overnight stay:** Online Travel Agents (OTAs) e.g. [www.booking.com](http://www.booking.com), [www.hotels.com](http://www.hotels.com)



Link to film from  
the farm



Facebook

«We also forage for a lot of our ingredients, probably too many ingredients to list.»



«We have always set ourselves up as a community brewery.

The idea was that people should feel that they are a part of it.»

# Wildcraft Brewery!

Community brewery  
Buxton, North Norfolk, England

«protect and prosper»

## In short

Wildcraft Brewery is a micro-enterprise (2 staff) located in North Norfolk, 3 miles from one of the many protected areas along the North Norfolk Coast. Wildcraft is a community brewery with a pre-Covid-19 focus on selling to pubs and restaurants. Wildcraft's beers are lovingly made using locally foraged fruits and herbs giving them a unique nature focused brand.

## Natural assets and benefits

### Foraging

Wildcraft have expertise in botany which has allowed them to exploit local natural assets to enhance their beer recipes with berries and herbs.

### Investing in natural capital

Wildcraft use their brewing waste as animal feed for the local farmer and fertilizer for local community gardens.

## Society and culture – special contributions

*“We do an awful lot of outreach...”*

### Community engagement

- › Tap takeovers
- › Brewery tours
- › Wild Fest – music and community festival (1000 plus people in 2019)
- › Promoting charities – beer used to raise awareness of Norwich

### Investing in local relationships

*“We have tried to build up a community of people that feel like they are part of the brewery.”*

All of Wildcraft's branding has been created for free by close friends with expertise.

*“We have survived by having volunteers.” People from the local community dedicate their time and expertise to Wildcraft Brewery.*

*“This year I didn't have to go out at all foraging as people brought fruit and herbs to us for beer.”*

## Environment – special efforts

Aside from using locally grown raw materials in production and reusing their organic waste, Wildcraft is involved in a number of initiatives which reduce their environmental footprint.

- › Water usage reduction: 1 pint of beer previously required 7 pints of water, Wildcraft have reduced this to 3 pints of water.
- › Packaging from suppliers is used to repackage Wildcraft's products.
- › 10 pence bottle returns.
- › Transport collective – Wildcraft decided to set up a transport company with other breweries to deliver their beer. 18 breweries have joined the collective which uses 1 van to deliver rather than 18.

## Customers

Wildcraft brewery relied on wholesale customers (pubs and restaurants) for 95 % of their income before the Covid-19 crisis. A switch in business model has led Wildcraft to expand their B2C customer base, which focuses on home deliveries. After the crisis, Wildcraft aims to use their new customer database to target pubs and restaurants where a high number of their new customers live.

## Sales Channels

*“We are very social media led; we probably engage with 80 % of our community through social media.”*

Facebook is Wildcraft's most successful channel but they also have a presence on Twitter and Instagram as well as their own well-designed website.



Facebook



Website

«I wanted to try to set something up that complemented, protected the environment and contributed something on the social part»

# The Coastal Exploration Company!

Recharge on Nature  
North Norfolk Coast, England

«protect and prosper»

## Description

The Coastal Exploration Company (CEC) provides unique sail powered boat tours into some of North Norfolk Coast's most beautiful and pristine areas. Traditional, red-sailed whelk and crab boats are used to navigate the winding inlets and salt marshes along the coastline and provide each of their customers with a unique experience of the local natural and cultural heritage.

## Natural assets and benefits

*"Just being in a really beautiful part of the coast, which is for free and available."*

## North Norfolk Coast Area of Outstanding Natural Beauty (AONB)

CEC is reliant on the AONB for its business model. The wilderness that is encompassed by the AONB is part of the product that CEC is offering. Moreover, a range of food is foraged directly from the coast, with CEC collecting shellfish and edible plants during their trips.

## Society and culture – special contributions

*"...all of those skills, the fishermen, boat makers, sailmakers have been using for 100s of years are kept alive."*

## Building Social Capital

CEC have made links with homelessness or ex forces charities to provide tours to take vulnerable people into nature to "give them a boost to get on with their lives".

## Cultural Heritage

CEC is actively engaged in preserving the local cultural heritage in a range of ways:

- › Repairing and refurbishing traditional, wooden, crab, whelk and mussel boats.
- › Using food produced by local artisans, such as cheese, bread and jams.
- › Promoting artisanal products, such as WWII map smocks and traditional "Ganse" woollen jumpers.

## Environment – special efforts

*"For me, the fact that we could use these wooden boats, just repair, refurbish the ones that I found, meant that we were not bringing more lumps of plastic into this fragile beautiful part of the coast"*

Zero emission transport: CEC use sailing and sculling to navigate Norfolk's coastal inlets; their small fleet is now almost 50 % engine-less.

CEC avoid the use of plastic on their boats and only rely on local food producers for their supplies.

## Investing in natural capital

CEC invest in the nature by teaching people how to preserve and respect Norfolk's coastal protected areas through outreach programs, such as their "Traditional Sea School".

## Customers

- › 70-80 % British.
- › North Norfolk families who don't own a boat themselves.
- › London based customers who want a unique expert guided tour of the Coast and salt marshes.

## Marketing and sales channels

*"That is one thing I have always understood that if you do something slightly different, most journalists and publications are looking to write an interesting article, so it is ideal for them."*

- › Website: run by CEC and bolstered by high quality photos and videos.
- › Social Media: Instagram (professional photographers used).

Marketing centred around "interesting stories that people are drawn into rather than trying to immediately sell an idea up front".



Website with videos



«I'm born in a forest, so I grew up with nature and a dad who was a hunter... So I've always been very connected to nature»

«I had painted the last 20 years, but I had never shown it to other people. So, I thought now it's enough with all the school stuff and started my own business...»



Photo with courtesy of www.birdwatching.dk

# Atelier MB Art and Birdwatching.dk!

Combining passion for birds and painting with tourism

Løgumkloster, Danish and German Wadden Sea, Denmark

«protect and prosper»

## In short

MB Art gallery and Birdwatching.dk are the same person. Marit Beckman uses her passion for birds to offer guided tours in both German and Danish Wadden Sea area through Birdwatching.dk. In addition, her passion for painting and Wadden scenic landscapes has inspired her to open the MB art gallery.

## Natural assets and benefits

*"I saw with different eyes, or in fact I first saw nature when I painted. To draw is to see!"*

Marit Beckmann started her painting in Greenland, feeling an urge to express and keep her nature experiences in paintings. Now she focuses on moods from the Wadden Sea in her painting; the sky, the ocean, lights and the rhythm of the tide, and to the same area she brings her customers for bird watching tours.

Thus, for both her lines of business she draws from the assets of the national parks and UNESCO World heritage status of the Wadden Sea. The East Atlantic Flyway for birds passes the Wadden sea area. The route is yearly used by around 90 million birds passing from their breeding areas in the north to winter areas in Western Europe and onward to southern Africa.

## Society, culture and the environment – special efforts

Birdwatching.dk is a national park partner both in German Wattenmeer and in the Danish "Nationalpark Vadehavet". Beckmann is also engaged in bird organisations. One of which is buying land to bring it back to original natural habitats - giving breeding birds more place. In addition, she:

- › Offers free or subsidized nature and heritage tours for students
- › Partners up with National park authorities and partners in Denmark and Germany
- › Cooperates with other national park partners for offers

## Customers

The customers would be somewhat different for the two lines of business.

Birders are the main customers for Birdwatching.dk. Birders from everywhere in the world know that the East Atlantic flyway passes through the Wadden sea area and that this gives them opportunity to see a large number of birds. Beckmann underlines that she also gets a lot of customers because of the national park status.

For MB art gallery, the customers are mainly regional or national, but also international visitors visit.

## Sales Channels

The main channels for marketing and sales are Facebook and web-page. Sales through national park partners and authorities are also important.



**Link to film:**  
[Trip to Hallig Oland med Birdwatt.com](#)  
[On tour with Birdwatching dk](#)



**Link to:**  
[Web site Atelier MB Art](#)  
[Web site birdwatching](#)

«Our dream is to become completely self-sufficient as a company»



Photo with courtesy of Puur Terschelling.

# Puur Terschelling!

Pure and soon self-sufficient?

Terschelling, Dutch Wadden Sea, Netherlands

«protect and prosper»

## In short

Puur Terschelling is a family owned and run farm AND a tourism enterprise. The farm include sheep, donkeys and horses. Based on this, the owners offer nature experiences on horseback, mud walks, creative nature trails and eco-friendly accommodation – to mention a few. Furthermore, they have a shop with company merchandise and local goods.

15 people are permanently employed on the tourist farm.

## Natural assets and benefits

Puur Terschelling is situated on the island of Terschelling with beautiful surroundings, and bordering the Wadden Sea National park and world heritage site. Natural assets in addition include:

- › Well maintained nature trails
- › Scenic and abundant grazing areas for animals

## Society and culture – special contributions

*“Puur Terschelling originates from a farm in which attention to people, animals, environment and yield, such matters that we now call Corporate Social Responsibility were self-evident”.*

The owners of Puur Terschelling are active supporters of local society and culture. In their everyday activities they share the island’s natural and cultural history and they provide educational activities for schools, islanders and guests. Other examples also show their commitment to the local society:

- › Wadden Goud certified
- › Teach horse riding to new guests
- › Training and courses for employees
- › Emphasis on animal welfare

## Environment – special efforts

Consciousness of the natural environment is included in the business model. Their efforts include:

- › Having staff with knowledge about the island flora and fauna
- › Information to guests on how to deal with and enjoy the island nature in a responsible way
- › Conscious grazing policies –related to the wellbeing of birds and other animals
- › Agricultural nature management in the polder
- › Collaboration with Forestry Management for dune protection
- › Multiple quality- and ecolabels
- › Partnering with Wadden Sea world heritage
- › Emphasis on eco-friendly offers
- › Grazing of the Wadden dikes in collaboration with the Water Board
- › Dealing consciously with waste; separation and recycling

## Customers

Nature enthusiasts who would like to experience the island nature and culture in a pure way.

## Sales Channels

Customers can book experiences, stays and camping options on Puur Terschelling website. In addition, they actively use social media: Facebook, Pinterest, Instagram, Twitter and YouTube.



[Link to film: Puur Terschelling](#)



[Link to website: Puur Terschelling](#)

«We try to lead by example»

# Radtouren Nordfriesland!

A business with passion for cycling and North Frisia  
Klixbüll, North Frisia German Wadden Sea, Germany

«protect and prosper»

## In short

Bürte and Björn have made a business from their passion about cycling in the North Frisian landscape. Their offers include rental bikes, guided bike tours and specially tailored bike tour offers together with partners.

- › Bürte and Björn are the only permanent staff
- › Main office and shop are situated in an old churchyard house

## Natural assets and benefits

For Radtouren Nordfriesland, local traditions, local food and the local landscapes are an integral part of their business concept. The diversity of landscapes; inlands and islands, and the diversity of plants and animals adds content to their adventure offers.

## Society and culture – special contributions

Radtouren Nordfriesland is eager to team up. They emphasize collaboration and make joint offers with other local actors; accommodation, farm shops, restaurants... They even have a small tourist information point in their main building. On their website, they display their partners generously– and not only business partners, but organizations like the Natural history museum, the North sea Academy and the Fairtrade city of Niebül.

## Environment – special efforts

*“For us it is important to convey a sensitivity for the environment to our guests and maybe show with our own ideas that there is another way.”*  
(From website)

First and foremost, Radtouren Nordfriesland offers emission free adventures with their bikes. Furthermore, they try to implement sustainability within the totality of their enterprise, also in details like the use of recycled paper and organic ink. Other examples of environmental efforts are:

- › National park partner, Nationalpark Wattenmeer (Wadden sea)
- › Use of green electricity
- › Perceive it as a mission to motivate people to use their bikes and leave their cars behind
- › Offers information on special natural assets on their website
- › On their tours, they bring beverage in stainless steel bottles and food in lunch boxes or reusable bags.
- › Points out to customers where to shop sustainably in the region
- › Pay attention to sustainability of partners
- › Information about public transport

## Customers

Mainly regional and national visitors to North Friesland and the Wadden Sea.

## Sales Channels

Own online marketing and referrals via hotels, city marketing, farm shops, restaurants and youth hostels.



**Link to film:**  
**About the business and how they deal with corona 2020.**



**Link to:**  
**Web site**

# Terschelling Recreatie!

Sustainable stay on the island of Terschelling  
Oosterend Terschelling, Dutch Wadden Sea, Netherlands

«protect and prosper»

«At Terschelling Recreatie nature is always close by»

## In short

Terschelling Recreatie provides a multitude of accommodation opportunities on the island of Terschelling. Their offer includes two Holiday parks with more than 100 holiday homes in cabins and an apartment hotel with 16 rooms and apartments. In addition, they provide cabins outside the holiday parks.

Terschelling Recreatie is a family company employing around 20 people.

## Natural assets and benefits

The primary attraction for customers to Terschelling Recreatie is the natural resources on the island of Terschelling; the beaches, the forests, dark skies. The World Heritage site and nature reserves are important in this context.

## Society and culture – special contributions

Terschelling Recreatie's contributions to the local communities of Terschelling include:

- › Employment of around 20 people
- › Codesign of tourist packages with other companies on the island
- › Contributions to local initiatives and events
- › Job creation among disadvantaged groups
- › Wadden Gold regional label – networking with other businesses

## Environment – special efforts

«I have solar panels ... I want to reduce my CO2 ... You have to make investments to get your product better... Then you need new furniture, so people want that on one side... but on the other side you have to be working at reducing your CO2.»

Environmentally friendly accommodation is not easy, but Terschelling Recreatie makes special efforts for the environment including:

- › Reduction of own impact on the environment through Green Key ecolabel
- › Initiation and support of local protection initiatives such as Dark Sky certification for the island
- › Efforts to reduce CO2 emissions by using solar panels on the facilities
- › Waste separation, LED lights.
- › Information about Green key and Dark Sky to guests and employees
- › Energy savings

## Sales Channels

The main channels for marketing and sales are Facebook and web-page. Sales through national park partners and authorities are also important.

«I want to be good for my neighbours, my employees and for the children – the people»



[Link to film: Terschelling Recreatie](#)



[Link to: Web site](#)

«It's for sure that there is a special group of consumers and clients that would like to try an electric boat»



# Natural Yachts!

Business from environmentally friendly boats  
Heeg - Friesland, The Netherlands

«protect and prosper»

## In short

Natural Yachts is a family-owned and run company. On their shipyard, they design and build zero-emission Fuel Cell powered Northman yachts for charter and for sale. The company produces around 15 electric yachts per year. For technical support, they team with another company to provide a full range of services.

The company has four employees.

## Environment – special efforts

*«You can also go really far with electric boats. It is not only a one-day trip, but you can go multiple days without recharging. And we are still innovating and making progress on it. So, for the coming years it will be better and better...»*

The main activity of Natural Yachts is to design, sell and charter electric yachts to replace traditional fossil fuel systems. In addition to cutting emissions, such boats reduce noise pollution. The company has been involved in setting up an association for the electric boating industry, included in the plans was to set up an ecolabel for this industry. The latter work however, culminated.

## Natural assets and benefits

Natural Yachts is located along the Frisian lakes and the Wadden Sea. The business idea is based on environmental innovation.

## Customers

Natural Yachts target water sport and boat enthusiasts who are keen to have a high quality and environmentally friendly experience.

## Sales Channels

*«... especially with electric boats, it is very important that people can experience it. That's why we have the experience centre. It is a very important part of our marketing strategy.»*

The company use multiple channels to communicate with their customers and partners. Social media including YouTube, Instagram, Facebook is maybe the most important. The company also have their own website and use magazines to advertise. Displaying the yachts at Europe's largest boat fair in Dusseldorf has, pre Covid-19, been an important event.



[Link to film:  
Natural Yachts](#)



[Link to:  
Web site](#)



«We want to accelerate the transition to sustainable and clean water sports for all...»

Photo with courtesy of Danhostel Ribe

«We try to make people see and talk about this great magic that we have just outside the house»

«We have a Green Key certificate which means that we pay much attention to the environment and we also work with several of the United Nations sustainability goals»



# Danhostel Ribe!

An environmentally friendly hostel  
Ribe, Danish Wadden Sea, Denmark

«protect and prosper»

## In short

Danhostel is situated in Ribe town, in south-western Denmark. The town is Denmark's oldest and bordering the Danish Wadden sea (Vadehavet). Included in the hostel's facilities is a conference center and a sports hall. The hostel has an ecofriendly philosophy and image.

- › 300 meters to the center of Ribe
- › Close to National park Vadehavet
- › 40 rooms, 170 beds
- › Around 15 permanent staff

## Natural assets and benefits

The national park Vadehavet (Wadden sea) and its' World heritage status is one of the main attractions of the hostel. A special gesture is that they provide online teaching material about the protected area and its' natural assets to their visitors. The material includes links to the National park and others for information and activities. Ribe Hostel is a national park partner.

## Society and culture – special contributions

The hostel proudly displays the local cultural heritage of Denmark's oldest town to their customers. Information material about the local culture and nature for school classes and others is also available online. In addition to this the hostel:

- › Provides work training for people in need of such training
- › Buys local and ecological food, for instance ecological cheese from the local Jernved Mejeri and local bread
- › Connects guests to local activity providers
- › Participate in joint community events such as Jazz Camp
- › Offers school trips for school classes

## Environment – special efforts

«We give school classes five things they can do to help us with our Green Key certification. One thing is not to take long shower to save water, and also we tell them to turn out the lights.»

Ribe hostel is actively trying to reduce environmental impact and promote environmental conservation.

- › Nationalpark Vadehavet (Wadden sea) Partner
- › Green Key label for environmentally friendly accommodation
- › Waste reduction and designing out
- › Training and raising environmental awareness of guests and staff
- › Direct guests to the nature and heritage experiences available in the area
- › Extensive use of ecological food
- › Bicycle rental both for people who stay at the hostel and others.

## Customers – multiple and diverse

Within their facilities the hostel has a conference department and a large sports hall. Depending on time of the year, this gives the tourism business opportunities to address multiple types of customers:

- › Tourists; families, single travelers...
- › Business groups
- › Family groups – special events
- › School classes

## Sales Channels

Main channels to reach the customers include Online Travel Agents such as [www.booking.com](http://www.booking.com) and [www.hotels.com](http://www.hotels.com). Other channels include Facebook, Twitter, YouTube, Instagram and Trip Advisor. The hostel also has their own website with booking opportunities, and recommend their customers to book directly to make sure that they are helped the best way possible.



Link to film:  
Danhostel Ribe



Link to:  
Web site



# Wattwanderzentrum Ostfriesland!

Environmentally friendly experiences

Harlesiel, German Wadden Sea, Germany

«protect and prosper»

## In short

Wattwanderzentrum Ostfriesland is a family business with five employees and three freelancers. Their offers are primarily experiences in the Wadden sea wetland area with a strong focus on transfer of knowledge about the wetlands and their ecosystems. More specifically they include mudflat hiking and migratory bird excursions, but also “Watt creative” where nature experiences are combined with painting and amber workshops and courses.

The company has recently opened a new mudflat hiking centre in Harlesiel, along the Wadden sea coast. The centre includes a shop with sustainable products; books, souvenirs, clothes and regional products on their premises. A private tourist information for adventures in the Wadden Sea area is also included.

## Natural assets and benefits

The scene of the business’ activities are primarily the mudflats of the Wadden sea. On their hikes knowledge about the area, species and ecosystems are natural ingredients.

## Society and culture – special contributions

Wattwanderzentrum Ostfriesland has special focus on sustainable friendly travel. The owners cooperate with the WWF to create tours with special focus on knowledge transfer and awareness rising.

The firm is national park partner and cooperate merely with other enterprises who are national park partners or otherwise have an ecolabel. They are also actively building a network of local sustainable enterprises through their online booking platform for hiking and other activities.

Other special contributions to sustainable travel are:

- › The shop includes only sales of local and sustainable products
- › A private tourist information is provided in their facilities
- › Tours for schools and kindergartens, making sure to talk about the universal value of the area
- › Special hikes for people with disabilities
- › Restriction to small groups on the hiking tours (maximum 30 people)

## Customers

Wattwanderzentrum Ostfriesland include all age groups in their offers and have special offers for families together or children alone. They also have special hikes for school classes.

## Sales Channels

Wattwanderzentrum Ostfriesland has created a specially made booking platform for sustainable hiking tours. According to the owners, it is the first for hiking tours in the Wadden Sea. The booking platform is displayed on their website. The company uses social media like Facebook and Instagram actively.

«The idea is to talk about the universal value of the area. That is the idea on which we grounded our business»

Photo with courtesy of Wattwanderzentrum Ostfriesland.



Link to film:  
Wattwanderzentrum  
Ostfriesland



Link to  
Web site

