This publication is a living document and will be updated as new examples are ready to see the light of the day!
For your inspiration!

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!

January 2021

Else Ragni Yttredal (NTNU)
Arron Wilde Tippett (NTNU)
Hellen L.A. Dawo (RUG)
Tom B. Long (RUG)
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.

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.
Adapting to Covid-19

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 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.»
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 CO2 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

«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.

«protect and prosper»

Photo: Else Ragni Yttredal.
Mrs Temple’s Cheese!
Wighton village, North Norfolk Coast, England

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 Digestor
The Temple’s farm operates an anaerobic digestor, 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 live 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 focuses 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.
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
› Bi-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
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.


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

- Overnight stay: Online Travel Agents (OTAs) e.g. www.booking.com, www.hotels.com

Photo hyke.studio.
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.

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 pub and restaurant 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.

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.

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

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 "Gansee" 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’s 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."

The Coastal Exploration Company!
Recharge on Nature
North Norfolk Coast, England

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....”

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 webpage. 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
In short

Puur Terschelling is a family-owned and run farm AND a tourism enterprise. The farm includes 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 ecocertificates
- 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

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; islands 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 Niebüll.

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

«protect and prosper»

Photo with courtesy of Radtouren Nordfriesland

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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 webpage. Sales through national park partners and authorities are also important.