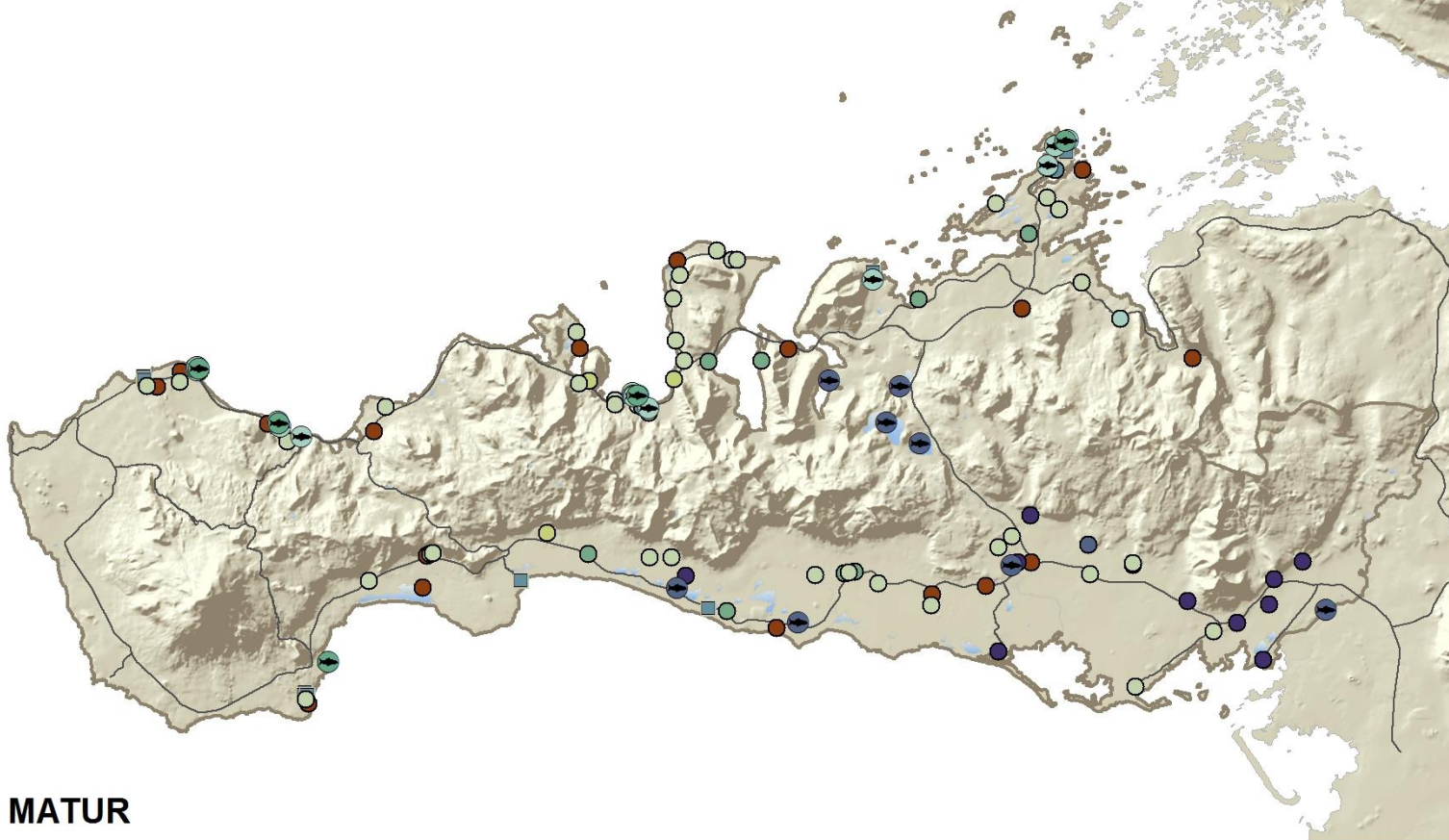


Engaging visitors and tour operators with tourism sustainability issues, experiences from Iceland and Norway

Finland 4.2.2020

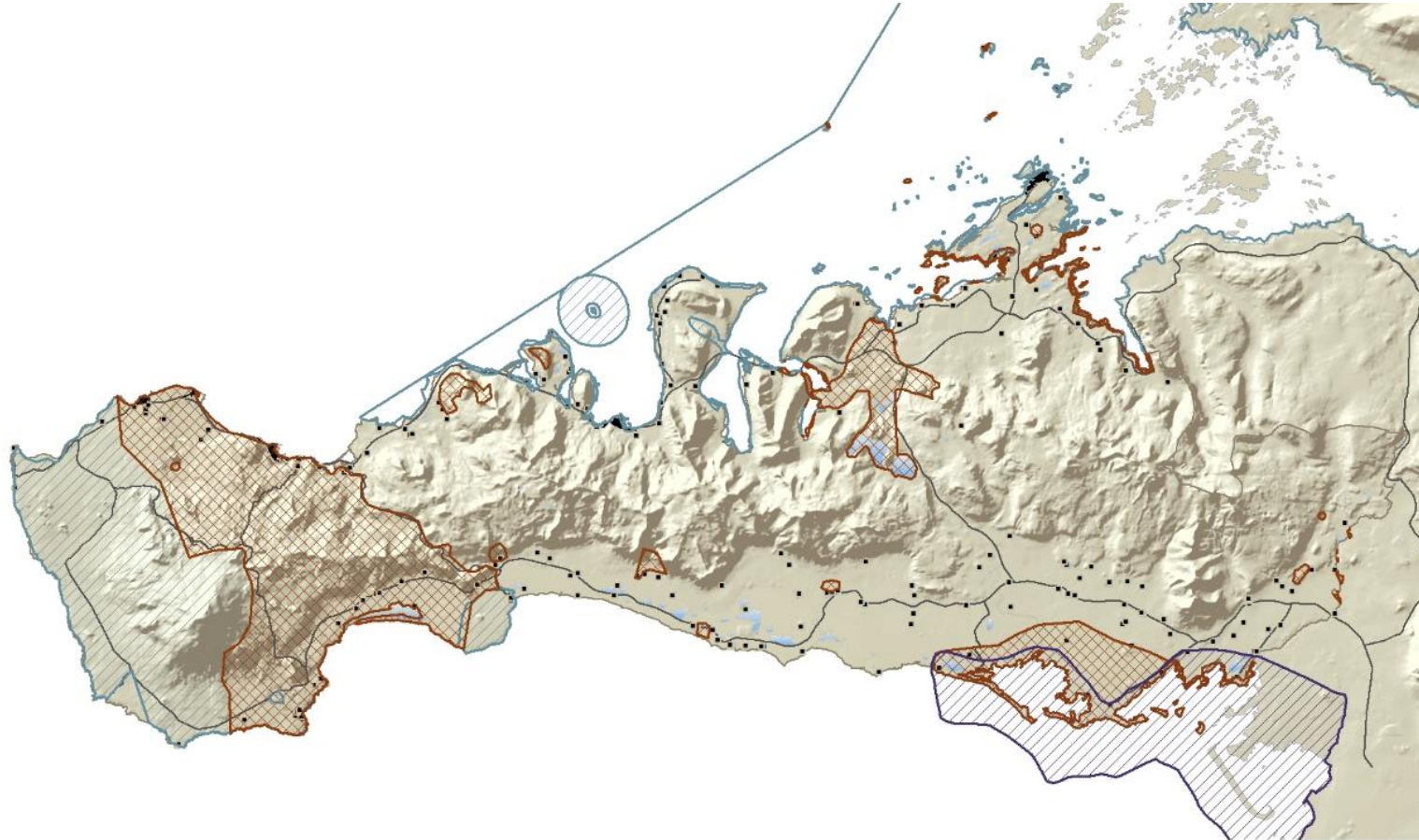
Ragnhildur Sigurðardóttir
General Manager for Snæfellsnes Regional Park





MATUR

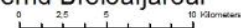
- | | | | |
|------------------------|--------------|--------|---|
| Lax/silungur | Akuryrkja | Geitur | Kýr |
| Hafnir og fiskmarkaður | Býflugnarækt | Hross | Sauðfé |
| Sjávarfang | Endur | Hænur | Veitinga- og kaffihús með mat úr heimabyggð |



NÁTTÚRUVERND

■ Náttúruverndaráætlun 2004-2008 ■ Svæði á náttúruminjaskrá ■ Friðlýst svæði ■ Sérlæg um vernd Breiðafjarðar

Heimild: Umhverfisstofnun



UN SDG



SVÆÐISSKIPULAG SNÆFELLSNESS 2014 - 2024

Tenging við Heimsmarkmið Sameinuðu þjóðanna um sjálfbæra þróun

SKÓLAR



MENNINGARLÍF



ÞJÓÐGARÐUR



SVEITIR OG BÆIR



ANNAÐ HRÁEFNI



MATARMENNING



LÍFSGÆÐI

LANDSLAG

MATUR

BÚSETUSKILYRÐI



LÝÐHEILSA



LÍFFRÆÐILEG FJÖLBREYTNÍ



JARDFRÆÐILEG FJÖLBREYTNÍ



LANDBÚNAÐARVÖRUR



SJÁVARFANG



MANNVIRKJAGERÐ



ÍÐNAÐUR



LYKILÞEMU



FERÐALEIÐIR



VEGIR OG ALM. SAMG.



STJÓRNUN



ÍÐNAÐUR

FERÐALAG

GRUNNGERÐ

SKAPANDI GREINAR



FRAMLEIÐSLUÍÐNAÐUR



GRUNNGERÐ



STAÐARANDI OG GÆÐI



FJARSKIPTI, VEITUR



HAFNIR, FLUGVELLIR



1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection, noise control, & light pollution
4. Management of freshwater resources
5. Waste water management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid waste management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

KEY PERFORMANCE AREAS

- Direct and support for sustainable outcomes.
- Measure performance.
- Measure resource use.
- Determine goals.



Stefna Snæfellsness í sjálfbærri þróun

Sameiginleg stefna sveitarfélaga á Snæfellsnesi um sjálfbæra þróun í umhverfis-, menningar-, samfélags- og efnahagslegu tilliti.

Snæfellsnes einkennist af náttúruferuð og fjölbreytni, með Snæfellsjökul sem helsta kennileiti. Á Snæfellsnesi búa um 4.000 manns. Bygðin er dreifð og helstu atvinnuveginir eru útgerð, fiskvinnsla, menntun, ferðaþjónusta, landbúnaður, verslun og þjónusta.

Sveitarfélögin á Snæfellsnesi hafa sýnt frumkvæði í þágu sjálfbærrar þróunar á Íslandi undanfarin áratug. Í samræmi við þetta hafa sveitarfélögin Stykkishólmsbær, Helgafellssveit, Grundarfjarðarbær, Snæfellsbær og Eyja- og Miklaholtshreppur, svo og Þjóðgarðurinn Snæfellsjökull, sett sér þessa sameiginlegu stefnu um sjálfbæra þróun með það að markmiði að samfélögin verði umhverfisvænni frá ári til árs.

Sveitarfélögin á Snæfellsnesi leitast við að fylgja ákvæðum alþjóðlegra samþykktu og innlendra áætlana, auk þess sem tekið er mið af öllum öðrum lögum, reglugerðum, samningum og öðrum samþykktum sem varða þá þætti sem stefnan nær til, svo og af siðareglum Alþjóðaferðamálastofnunarinnar (UNWTO).

Sveitarfélögin á Snæfellsnesi leitast við að hafa græn gildi að leiðarljósi í allri sinni starfsemi og miða ákvarðanatöku við að reyna að lágmarka neikvæð umhverfisáhrif af henni. Þau beita fyrirþyrðandi aðgerðum til að koma í veg fyrir rýrnun náttúrulegra og félagslegra auðlinda, og hvetja fyrirteki, stofnanir, félög og einstaklinga til að fylgja því fordæmi og bæta frammistöðu sína í átt að sjálfbærri þróun.

Sveitarfélögin hafa einsett sér að:

1. Vinna að stöðugum úrbótum á eigin frammistöðu í umhverfislegu, efnahagslegu og menningar- og félagslegu tilliti, með hliðsjón af viðmiðunarskýrslum EarthCheck fyrir svæðið.
2. Láta vinnuafli, vörur og þjónustu af svæðinu njóta forgangs.

Sveitarfélögin á Snæfellsnesi halda uppi samskiptum við alla hagsmunaaðila til að tryggja samræmdar aðferðir við að ná framúrskarandi árangri í umhverfis- og félagsmálum sem og þeim menningar- og efnahagslegu. Skilvirk miðlun upplýsinga í formi ársskýrslu er liður í þessum samskiptum, svo og opið samráð við alla hagsmunaaðila um starf sveitarfélaganna að sjálfbærri þróun.

Sveitarfélögin á Snæfellsnesi vinna sameiginlega og hvert í sínu lagi að uppbyggingu og eftirlýgni langtímaáætlunar um sjálfbæra þróun, í samræmi við samþykktir Heimsráðstefnu Sameinuðu þjóðanna um umhverfi og þróun í Rio De Janeiro árið 1992 og loftslagsráðstefnurnar í París 2015.

Þessi stefna hefur verið formlega samþykkt af öllum hlutaðeigandi sveitarstjórnum og kynnt íbúum.

Samþykkt og undirritað f.h. sveitarfélaganna á Snæfellsnesi, 2. október 2018.

Eyja- og Miklaholtshreppur

Oddviti
Eyja- og Miklaholtshrepps

Helgafellssveit

Oddviti
Helgafellssveitar

Guðleifur Þorsteinsson

Grundarfjarðarbær

Björgvinna Þorsteinsdóttir
Björgvinna Þorsteinsdóttir

Stykkishólmsbær

Jakob Björnsson
Jakob Björnsson

Snæfellsbær

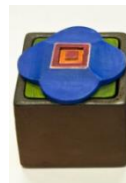
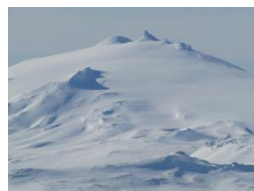
Guðleifur Þorsteinsson
Guðleifur Þorsteinsson

SNÆFELLSNES SUSTAINABILITY POLICY

- Sustainability outcomes
- Local goals of achievement
 - Socially
 - Culturally
 - Economically
 - Environmentally
- Share with stakeholders
- Renew each year







Snæfellsnes Visitor center



The coastal route – type of sites

The coastal route is based on specific sites that have been carefully selected by stakeholders. The coastal route is shown here by numbers and assuming that the tour starts at the Snæfellsnes visitor centre at Breiðablik, as most guests to Snæfellsnes arrive from the south, although guest can also arrive by ferry from the West fjords to Stykkishólmur and they can also drive from the east. Sites are divided into A, B and C. All A and B sites were chosen with the consent of the landowner concerned and the planning authority / municipality concerned.

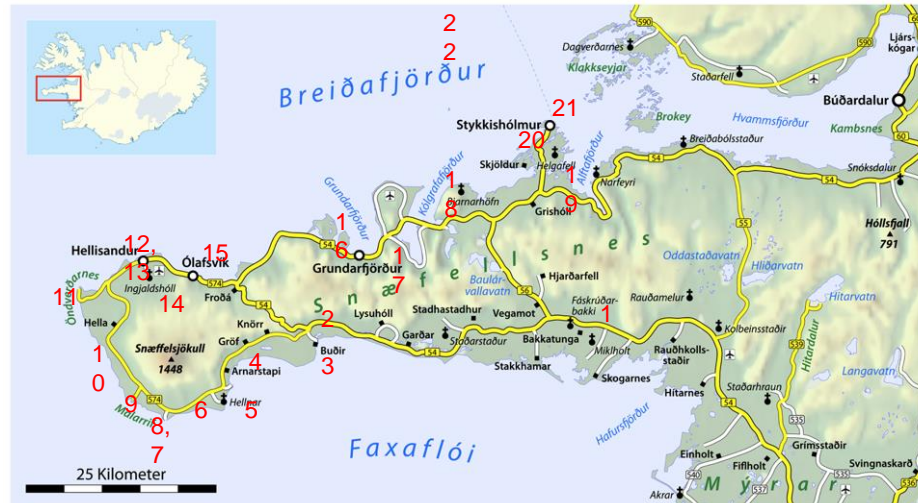
A - sites have been classified according to how well they are suitable for receiving tourists. There you can find certain infrastructure such as parking, signs, walking paths and proximity to toilets. Services such as food and accommodation are not far away. Map 2, which is a work in process, shows 22 A sites.

B - sites are still under development and have not been finalized. Often they are In the process of build so e.g. part of stie is A while other parts are B.

C - are places that are known and used by certain tourism companies and access is only allowed by these companies. Either these companies own or use it with the permission of landowners. These sites are kept secret and not promoted in any way. Such places can be very valuable for sustainable tourism development if their use and management is in good order.

A – sites

1. Snæfellsnes Breiðablik Visitor centre
2. Bjarnarfoss
3. Búðir
4. Arnarstapi
5. Hellnar
6. Svalþúfa
7. Lóndrangar
8. Malarlíf
9. Djúpalónssandur
10. Saxhóll
11. Öndverðarnes
12. Hellisandur
13. Ríf
14. Svöðufoss
15. Ólafsvík
16. Kirkjufellssfoss
17. Grundarfjörður
18. Bjarnarhöfn
19. Helgafell
20. Stykkishólmur
21. Súgandisey
22. Flatey



Map 2 – A sites on the Snæfellsnes coastal route



Mikilvægur þjónustukjarnur
Veitingahús og gíftiaðstaða
Mikil náttúrufegurð. Ströndin milli
Arnarstapa og Hellna er friðland.
Vinsælar gönguleiðir og góð
útsýnispallar.

At Arnarstapi er mikið fjöldi
restoranta og gæðisgjafna.
Stærðar náttúruför. Ströndin milli
Arnarstapa og Hellna er friðland.
Vinsælar gönguleiðir og góð
útsýnispallar.

Arnarstapi

GESTASTOFA SNÆFELLSNESS
Breiðabliki

NORDHORDLAND BIOSPHERE

The Wool heritage route:

- Cultural landscape “made” by the sheep
- History of textile industry
- Rich cultural heritage – crafts/knitting/weaving
- Growing interest for the use of local/norwegian wool



NORDHORDLAND BIOSPHERE

- Combine two projects: **“Campaign for Norwegian wool”** and **“The Taste of Nordhordland”**
- Important to strengthen the partnership, they are both based on farmers and can benefit from each other



The Wool Heritage Route

1. The route will be on our digital map with all information needed
2. Marketing through our destination company: visitBergen



“COAST” – map/folder by Visit Bergen

- “Explore the coast and fjords in the Bergen region”
- One of 11 routes

Buy your tickets at the Tourist Information

2018

COAST

Scenic byways in the Bergen region

1 Tourist Information Bergen
Strandveien 3, NO-5013 Bergen, Norway
S: (+47) 55 55 20 00
info@visitBergen.com - visitBergen.com

OPENING HOURS
June, July and August: Open daily 08.30 - 22.00
May and September: Open daily 09.00 - 20.00
Rest of the year: Monday-Saturday 09.00 - 16.00

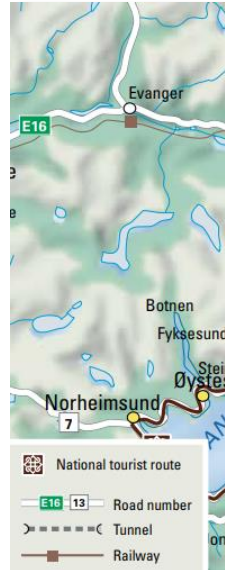
PLAN & BOOK: visitBergen.com

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• CONCERT TICKETS
• TRAIN TICKETS
• INFORMATION

Follow visitBergen on
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Visit Bergen App



How to get there: Bicycle: Bergen - Hillesvåg, 66 km, approx. 4 hours 40 min. Road no. 555 and 561. Boat: Hillesvåg - Fjell, 16 June to 25 August (Tue, Wed and Saturday). Ferry: Fjell - Sævi, daily (30 min.). Bicycle: Sævi - Råde - Bergen, 72 km, approx. 5 hours 17 min. Road no. 568, 565 and E39 to Bergen. Rent a bike: www.bergenbikeren.no



7 The wool route byway

The Wool Route takes you into the heart and soul of Western Norway. The production and processing of wool, dyeing, roving, weaving and knitting have been key elements of Norwegian culture for hundreds of years. Nordfjord is a core area for wool production, and the traditions are very much alive today. The Wool Route takes you through beautiful rural landscapes to the Norwegian Knitting Industry Museum in Salhus. Continue on to one of the few remaining wool factories, Hillesvåg wool factory, where the fourth-generation owner proudly guides you through 120 years of history and past machines that are over 100 years old and still produce good quality wool. At the Heathland Centre at Lygra, you can learn about the development of the cultural landscape and go on a nature walk on which you will probably meet the Norwegian 'wild sheep' that live outdoors all year. And don't forget to buy a genuine handmade Norwegian woolen jumper!

See and do: The Norwegian Knitting Industry Museum, Hillesvåg wool factory, Economuse and shop, the Heathland Centre at Lygra.

Eat and drink: The Heathland Centre, Knarvik shopping centre

Accommodation: The Heathland Centre, Lygra Guesthouse, Alver Hotel, Gripen Farm
How to get there: By car: Bergen - Hillesvåg, 37 km, 39 minutes. Hillesvåg - Lygra, 22 km (34 minutes). Lygra - Alversund, 19 km, 29 minutes. Road no. E39 to Hillesvåg. Then road no. E39 to Knarvik and no. 57 to Seim. Road no. 402 and 404 to Lygra. Road no. 404 to Alversund. By bus: Bus no. 320 from Bergen bus terminal (Platform C) to Knarvik, change to bus no. 350 to Hillesvåg, 1 hour 4 minutes. To Lygra from Knarvik: bus no. 311, 47 minutes. See www.skys.no/en for details.



Accommodation: Fjord
How to get there: By car: Osterøy museum - Fjord Bruvik. Return to the E16 from Bergen bus 210 from Bergen bus 210 to Osterøy museum. By bus: No. 200 to Osterøy museum.



11 The fjord

This trip offers great views. A great detour on the way to the end of World War II. Museum and learn about the end of World War II. Stordalen mountain road. Stordalen produce. The road from beaten track, with many...

See and do: See the fjord. Eat and drink: Stordalen

Accommodation: Stordalen

Bergen - Måre, 85 km

Stordalen - Sognefjord

by car. By car: E39 road

Oppdal, and E39 road

How to get there: By car

min. Stordalen Lodge

min. Road no. E39 from

Bergen. By bus: Not

Existing activities:

- The Heathland Centre (Lyngheisenteret at Lygra)
- Hillesvåg spinning mill – Economuseé
- Farm shops



Storytelling

The story of the Nordhordland cultural landscape (coastal heather), grazingland for native “wildsheep” (Old Norwegian Sheep) whole year

