

VER-DI

Vern og verdiskaping – naturskyddsområder som ressurs i hållbar økonomisk utvikling



The question which the partners in the VER-DI project have in common is the following: "How can we create sustainable industrial development in and around nature reserves and national parks?"

Danish national parks is a new concept and both the Fegen area and Trillemarka-Rollagsfjell are new nature reserves. Thus, there is a large untapped potential for tourism and sustainable regional development in the participating areas. In countries like Germany, Austria and Switzerland it is a tradition to consider protected areas in relation to regional development, which is something the Nordic countries can learn from.

In the five participating areas there is a need for new business opportunities, to attract new businesses and make it more attractive to visit and to settle down in the areas.

And even though there is an enormous variation of the nature and the way it is managed, with the Norwegian mountain villages and Danish villages being the extremes, the project partners expect to inspire each other and together find new ways to develop the areas. This applies, for example, to the important involvement of citizens and the existing businesses in natural areas.

The development will primarily be through the following activities:
Consulting and competency development aimed at businesses in the areas
Development of food and other national park products
Development and marketing of existing and new tourist activities
Development and testing of new forms of dissemination of experiences in the national parks

The five cooperating natural areas are:
Trillemarka-Rollagsfjell natur reserve (Norway)
Hardangervidda national park (Norway)
The Fegen area (Sweden)
Mols Bjerger National Park (Denmark)
The future - National park Skjern River (Denmark)

14 partners in the three countries are participating in the project, which commenced on 1 August, 2009 and ends on 31 July, 2012. In addition, businesses and citizens in the five areas will be involved in the project.

Norwegian partners:

Buskerud count municipality (Norwegian project manager), Sigdal municipality, Rollag municipality, Nore and Uvdal municipality and the Norwegian University of Life Sciences.

Swedish partners:

Svenljunga municipality, Gislaved municipality and Falkenberg municipality.

Danish partners:

Syddjurs municipality, Destination Djursland, Ringkøbing-Skjern municipality, Herning Municipality, Destination Ringkøbing Fjord and Central Denmark Region (Lead Partner).

Additional information is available from Project Manager:

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You can also visit the project's website: www.ver-di.eu

The project has a total budget of just under 2.5 million euros, half of which comes from the EU Interreg IVA Programme for transnational cooperation in the Kattegat-Skagerrak region. www.interreg-okz.eu



Mols Bjerger National Park



Skjern River National Park



Hardangervidda National Park



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