



# CPMR NORTH SEA COMMISSION

## SMART REGIONS GROUP

### 3rd MEETING, AALBORG 18. JANUARY 2018

#### Participants:

Cllr. Otto Kjær Larsen	Vice-Chair	Region Nordjylland, DK
Cllr. Birgitta Adolfsson	Vice-Chair	Region Västra Götaland, SE
Mr. Geir Sør-Reime	Advisor	Rogaland County Council, NO
Cllr. Kersti Brunnström		NSC President
Mr. Magnus Engelbrektsson		NSC Executive Secretary
Cllr. Roald Kvamme		Hordaland County Council, NO
Cllr. Beate M. Johnsen		Vest-Agder County Council, NO
Cllr. Sofie Margrethe Selvikvåg		Rogaland County Council, NO
Cllr. Anders Wengen		Buskerud County Council, NO
Mr. Carsten Mogensen		Region Nordjylland, DK
Mr. Jon Halvard Eide		Vest-Agder County Council, NO
Mr. Birgit Aarønæs		Møre og Romsdal CC, NO
Mr. Olle Jonäng		Region Västra Götaland, SE
Ms. Marta Rongved Dixon		Hordaland County Council, NO
Ms. Laura Paterson		Aberdeen City Council, UK
Mr. Karsten Bækgaard		Region Midtjylland, DK
Ms. Karen Greve Somerset		Region Nordjylland, DK

#### **1. Welcome**

Cllr. Otto Kjær Larsen welcomed all participants to Aalborg and Region Nordjylland.

#### **2. Minutes of Smart Regions Group's 2<sup>nd</sup> Meeting, Aberdeen 1-3 November 2017**

The Minutes were approved as true records of the proceedings of this meeting.

#### **3. Report from North Sea Commission's Executive Committee Meeting, Cardiff, 15 November 2017**

NSC President Kerstin Brunnström reported. Main issues discussed were Brexit, the conclusion of the Preparatory Action related to the North Sea 2020 Strategy; and the planning for a post-2020 North Sea strategy.

#### **4. Report from CPMR Brexit Conference, Cardiff, 16 November 2017**

There were several speakers from the North Sea area at the conference, both NSC President Kerstin Brunnström, NSC Vice-President Andreas Lervik, Cllr. Antje Grotheer, Bremen and Regional Minister Cees Loggen, Noord-Holland. The conference adopted the Cardiff Declaration on Brexit.

#### **5. Revised Work Plan for the Smart Regions Group 2018-19**

The Advisor presented the strategic group's suggestions for the Smart Regions Group's work plan for 2018-19.

Region Midtjylland had provided a paper outlining how the legacy of the culture and tourism group could be followed-up and developed by the Smart Regions Group, and their suggestions will be worked into a revised work plan suggestion.

Jon Halvard Eide also had some suggestions for amendments, also pointing out the political dimension of the group and a suggestion to add participation in EU public consultations and responses to relevant proposal to the plan, and this will also be added to the revised plan.

There was also a wish for all items that have been on the agenda or the topic of a workshop continues to be discussed/updated at all future meetings of the group. A kind of sub-groups could be established for such issues.

There was also a request that the group has a stronger focus on project development, and there could be a sub-group dedicated to this, too.

A wish was also for innovation to be addressed during the meetings.

The suggestion to engage youth/young people in the work of the group was also welcomed.

It was decided to establish a sub-group for culture and tourism, with Region Midtjylland as co-ordinator, and Region Nordjylland and Vest-Agder County Council indicated their interest in joining the group.

A revised Work Plan 2018-19 draft will be circulated to all members.

The meeting then continued with a workshop on coastal tourism.

### **The Coast and its potential for sustainable tourism growth**

The North Sea Commission's Smart Regions Group organised a workshop on coastal tourism on 18 January in Aalborg on the Danish West Coast.

The seminar started with an overview of the new initiatives to boost a sustainable tourism development on the Danish West Coast, one of the prime Danish tourist destinations, through the Danish West Coast Tourism Partnership. Their vision is that the Danish West Coast will become a major tourist destination in Northern Europe by 2025. The partnership aims to increase the quality of activities and offers, attract new investments and create new jobs, and at the same time respecting the nature and the coastline.

Current challenges are a short season, limited overnight capacity, too much camping, the holiday home rental has reached maximum capacity, the area is heavily dependent on the German market and there is price vs. quality issues.

Based on experiences from other countries, the partnership has agreed on the key principles for future development:

- Higher diversification
- Concentration of offers
- Quality development

- Open Access to the Coast
- One Destination – the West Coast
- Developing living beach towns
- Bed night capacity increase
- More experiences

This introduction was followed by a project focusing on local food and the potential for business development and higher tourist spend based on local food:

- Fish and seafood
- Inland landscape: cattle, sheep, traditional preservation techniques
- Drinks, beer and juice
- Dairies and cheese

In order to know how tourists are using the area and its offers, the Visit Aalborg organisation has started using big data to map the movements of tourists from different countries, especially Germans and Norwegians. The aim is to be able to offer more tailored offers to the different visitor groups.

There was also a presentation about the plans to extend cruise tourism and establish a cruise port in Aalborg, and a presentation of how several local authorities in the area are co-operating to offer walking and cycling routes of high quality in North Jutland.