

Sustainable businesses in touristic nature areas

Best case examples from 5 countries

«protect and prosper»



Photo: Elise Ragni Yttredal.

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»

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



university of
 groningen



PROWAD LINK
SUSTAINABLE GROWTH
& NATURE PROTECTION

Interreg
North Sea Region
PROWAD LINK

European Regional Development Fund



EUROPEAN UNION

«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