

Fields marked with \* are mandatory.



# Call for Partners - Urban Agenda for EU Thematic Partnership on Sustainable Tourism



## Sustainable Tourism



The present Call is open to join one of the new Thematic Partnership under the Urban Agenda for the EU focusing on “Sustainable Tourism”.

For more information about this call for partners and the assessment criteria please consult:

- the **Info Note on call for partners for the Sustainable Tourism theme**, available here: [Call for Partners: Urban Agenda for the EU Partnerships on Greening Cities and Sustainable Tourism | Futurium \(europa.eu\)](#)

For more information about the Sustainable Tourism theme please consult:

- the **Ex-Ante Assessment report of the Sustainable Tourism theme** under the UAEU, available here: [Urban Agenda for the EU: Ex Ante Assessment | Futurium \(europa.eu\)](#)

**The call for partners is open until 18:00 (CET) on 16 September 2022.**

**The institutions/ organisations wishing to apply should submit the following application form.**

Please note that participation within the partnership is voluntary and that no funding is provided to partners. It should thus be based on available means and resources and ensured for the duration of the work including the implementation phase. The partnership will benefit from expertise and administrative support. In addition, some support for travelling is offered for smaller cities who have demonstrated limited resources.

## 1. Preliminary Information

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- \* 1.1. This application is submitted by

*Please provide the name of the institution/ organisation applying*

Ringeriksregionen - The Ringerike Region Alliance

- \* 1.2. Country

Norway

- 1.3. Address

The University of Sout-Eastern Norway, Campus Ringerike (Luna), Bredalsveien16B, N-3511 Hønefoss

- \* 1.4. Contact person

Inger Kammerud

- 1.5. Position

coordinator for inter municipal council

- \* 1.6. Email

inger.kammerud@ringerike.kommune.no

- \* 1.7. Phone number

(+47) 974 37 818

1.8. Please add the name and email of a back-up contact person from your institution/ organisation

Ellen Anne Bye, ellen.anne.bye@krodsherad.kommune.no

## 2. Applicant Details

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\* 2.1. Type of entity

- City (urban authority)
- Region
- National Authority
- European/ national city umbrella organisation
- Other stakeholder

*Such as: Managing Authorities of EU Structural Funds; economic and social partners at European and national level; relevant agencies and authorities at national, regional and local level (e.g. DMOs, transport and port authorities, environmental protection agencies); higher education and research institutions; private sector representatives.*

\* 2.2. If you are applying as a city (urban authority), please select the size of the city:

*Please provide data from 2021*

- < 50.000 inhabitants
- 50.000 - 100.000 inhabitants
- 100.000 - 200.000 inhabitants
- 200.000 - 500.000 inhabitants
- 500.000 - 1.5 million inhabitants
- > 1.5 million inhabitants

2.3. Please indicate the source of the data used for providing the number of inhabitants

Statistisk sentralbyrå

\* 2.4. Has the institution/ organisation applying been previously involved in an Urban Agenda for the EU Thematic Partnership?

- Yes
- No

## 3. Type of Application

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\* 3.1. You are applying as:

- Partner
- Coordinator

## 4. Specific selection criteria for all applicants

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\* 4.1. What is/are your primary motivation(s) to become a member of the Thematic Partnership?

*at most 2 choice(s)*

- Sharing own experience and expertise on sustainable tourism
- Learning from other cities' experience on sustainable tourism
- Willingness to contribute to EU regulatory process by providing the urban perspective
- Further disseminate knowledge on sustainable tourism
- Other

\* 4.2. Please provide further explanations on your motivations

*If possible, make reference to on or more specific sub-themes and issues.*

*2500 character(s) maximum*

Ringeriksregionen is a small city region, with seat in Hønefoss, located one hour outside Norway's capital city, Oslo. The city of Hønefoss is surrounded by holiday- and leisure areas and visitors come mainly from Oslo and Hønefoss. Post pandemic, tourist preferences has somewhat changed; we see in example that visitors stay longer. Especially in the nearby mountains we experience recreational urban sprawl 3-4 days a week. The population in the surrounding municipalities is increasing tenfolds in these periods. The destination, tourism and municipalities work closely together on social innovation to see how we can use the volume of leisure residents and visitors to further develop our local communities, secure and develop our municipal services for the good of both permanent residents and visitors.

Our region is labelled by the Sustainable Destination Scheme, which means that tourism and municipalities work together to reduce tourism's negative impact on the environment, nature and the local communities, and that we strive to strengthen the positive social and cultural values. The Norwegian certification is based on the UN SDG and the GSTC standard (Global Sustainable Tourism Council).

Our main focus is green mobility, and we have two projects we would like to call out:

Green and seamless mobility Norefjell - where we focus on seamless passenger traffic, bus on demand and carpooling, food and goods delivery service and sensor-driven information Wintertime. The project is cross-sectoral, to see what synergies we can make happen in the opportunity space between public and private.

Sustainable culture, tourism and traffic - where we focus on passenger traffic by train, combining the journey with culture to create a holistic and seamless experience.

We have a need to work out sustainable business models to identify where the various parties can contribute. And we need to explore further how the services we provide for our visitors also can be an advantage for our inhabitants. The volume of tourism varies greatly during the week, seasons and throughout the year, so we have to use big data to plan how we can combine these services with in example healthcare or leisure transport for elderly and young people in the local communities.

We work with social innovation in our projects, and we are eager to learn what other destinations in the community of EU do in comparison to this.

\* 4.3. What are your expertise and qualifications with regard to sustainable urban tourism?

*If relevant please make reference to the specific sub-themes and issues identified in the Info note for the call and the Ex Ante Assessment Report.*

1500 character(s) maximum

Green mobility is one of the the topics we work with in relation to social innovation. Our mobility project are own by the municipalities with local businesses and tourism as players. The municipalities do not want to be business operators, but are facilitators to ensure the social impact. The project goal is to adapt mobility to different stakeholders and user groups, to ensure sustainable tourism that generates positiv net effects for the visited communities around the tourist destination.

We work with both multimodal and intermodal mobility. In Norefjell we have a goal to combine passenger and goods transport. In Jevnaker they combine chartered train with last mail mobility.

Our work with green mobility include the topics of:

- local travelling options on destination
- Social innovation, yields financial gains over time, but is motivated by effects beyond economics.
- sustainable land use, infrastructure and real estate development
- reduction of environmental footprint
- cross collaboration

We work to prepare sustainable Business models for green mobility. To make a resistant model we need to include public- and privat sector, organisations, local producers and services.

- social innovation yields financial gains over time, but is motivated by effects beyond economics
- specifying the challenges of mobility on the tourism destination
- opportunities to support implementation

\* 4.4. Please describe your involvement in networks or initiatives on topics related to sustainable tourism.

1000 character(s) maximum

We are a partner that is very active in forums and networks, and we greatly appreciate interactions cross sectors and regions

- Sustainable Destination - a network for all certified destinations in Norway, Innovation Norway Tourism
- Network for all destination companies -Viken County
- The Norwegian Hospitality Association -NHO Reiseliv
- Global Sustainable Tourism Council - we network with sustainable destinations around the world, courses and training
- University of South-Eastern Norway - group of master students working with us on business models
- Public committee for destination development and visitor management in Norwegian municipalities /Reisemålsutvalget - where we are active in providing input to the government
- Greenhouse gas reduction measures - Norwegian Environmental Agency
- Visitor Management -The Research Council of Noway
- Green and seamless mobility in a mountain destination -national competition innovation with design -Design and Architecture in Norway

\* 4.5. Please indicate the human and financial resources you intend to commit in order to actively participate\* in the Partnership.

*With regards to human resources, indicate the time and level of staff that will be committed. With regard to financial resources, indicate the costs you are ready to cover per year of activity.*

*\*Consider adequate allocation of resources if you are applying for a coordination role.*

1500 character(s) maximum

We have no prior experience from participation in EU program, but we have got information from 3 Norwegian cities who are participants in Urban Agenda. Their experiences varies when it comes to how much human and financial resources they have used, also depending on whether they are partner og coordinator.

We are motivated to participate in Urban Agenda and we will use the amount of human and financial resources that are necessary. We understand that there will be work to be done every week, and there will be traveling between the partners to exchange knowledge and have meeting/Workshops. Our application are political rooted and Ringeriksregionen contributes with finances. The municipalities in the region contributes with human resources, coordinated by the project manager.

- \* 5.1. Please describe you project management expertise specifically concerning projects and initiatives in multilevel governance and European/international contexts, based on evidence from previous experience.

*1000 character(s) maximum*

Ellen Anne Bye

- Certificate of Completion GSTC Sustainable Tourism online course
- Executive MBA project management, BI
- International Interaction, politics and cultural understanding, Norway/Brussel

Camilla Wold Knudsen

- Bachelor in journalism, Oslo University College – excellent communication skills and the ability to convey messages concisely, assertively, clearly and effectively
- Bachelor in International studies, University of Oslo -interdisciplinary with four subject areas: History, law, economics and political science. Gave insights into power relations between states, international cooperation and the importance of multinational corporations and global civil society

Ingvild Haraldsen

- Certificate of Completion GSTC Sustainable Tourism online course

Ingvild Haugbråten

- project manager Interreg LET

- \* 5.2. Please describe your expertise in dissemination and institutional communication at EU and national level.

*1500 character(s) maximum*

We have experience in institutional communication; in reporting and communicating about our work and projects, and also publications connected to EU projects.

The project group is diverse as we have a wide range of expertise and backgrounds, and we believe that we will contribute with high level of collaboration, engagement, productivity and creativity.

We will bring in a range of experience and perspectives since we represent both municipality and travel industry through two destination companies.

We have representatives from journalism, political science, tourism and municipalities in the project group.

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5.3. Please outline any specific proposal you would like to put forward concerning the kick-start of the Partnership's work based on the outcomes of the Ex-Ante Assessment and the management of the new Partnership.

*1500 character(s) maximum*

We like to call out these potential topics as a starting point for good discussions on the way to find the objective of the Partnership's thematic focus - that supports the issues related to sustainable urban tourism alongside the pillar, better funding and development:

Opportunities and innovation in tourism post pandemic

Mobility has a major impact on sustainability, and through our ongoing projects on Green mobility we see how social innovation can contribute in this matter. And we would like to see how we can use the volume of leisure residents and visitors to further develop our local communities, secure and develop our municipal services for the good of both permanent residents and visitors. In our mobility project we also focus on new technology, like mobility analytics and sensors. And we work cross over between user groups to compensate the variation in tourist volume during the week, seasons and through the year. Sustainable business models are one sub-project connected to mobility.

## 6. Submitting Application

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Before you submit your application please save it as a PDF for your own purposes.

For any questions please contact:

[Andreea.MAIER@ec.europa.eu](mailto:Andreea.MAIER@ec.europa.eu)

[Lamprini-Ethra.LAMBROPOULOU@ec.europa.eu](mailto:Lamprini-Ethra.LAMBROPOULOU@ec.europa.eu)

[Laura.LIGER@ec.europa.eu](mailto:Laura.LIGER@ec.europa.eu)

Please submit your application by clicking the button below.

### Useful links

[What is the Urban Agenda for the EU? \(https://futurium.ec.europa.eu/en/urban-agenda/pages/what-urban-agenda-is\)](https://futurium.ec.europa.eu/en/urban-agenda/pages/what-urban-agenda-is)

### Background Documents

[EAA Report Sustainable Tourism.pdf](#)

[Info Note applicants Sustainable tourism.pdf](#)

### Contact

[Contact Form](#)

