

# NORCE

## Northern Coastal Experience

The Northern Periphery programme region includes large areas with a rich coastal and maritime heritage. All over the North Atlantic area and other coastal resorts in the area, people have established viable societies based on maritime resources and trading. This traditional adaptation has for the last two centuries been under constant change as economies have become more industrial and knowledge of old traditions, hand-crafts and methods have become increasingly rare among local people. The project accepts this challenge and recognises the fact that some of the key heritage elements, which have died out or are severely weakened in some areas, are much better developed and more strongly supported in others. NORCE will establish a network of coastal heritage sites throughout the Northern Periphery region. It will develop a joint information strategy for these sites and provide information for key end-users, such as local tourist organisations, SMEs and transportation providers. This strategy will promote and integrate the relevant physical connections with cultural links. The project will also assist individual areas to develop and promote particular aspects of their cultural heritage, so that they can function more effectively as part of the network. The project will further seek to strengthen cultural links between the participating organisations through the transfer of information and the use of exchange visits by project participants.



### Objectives

The main objective of NORCE is to create a network of dedicated coastal heritage locations around the North Atlantic basin and the Gulf of Bothnia. These areas will maintain their traditional natural heritage, yet combine it with new or revived adventure and experience opportunities for visitors, based on traditional subsistence, crafts, methods etc.

## Project activities

- The development of a joint information strategy for coastal heritage sites and coastal culture.
- The synthesis and distribution of appropriate information regarding coastal heritage sites, with particular emphasis on supply of information to transport service providers. This will include a series of maps detailing coastal heritage sites, both natural and cultural, along with appropriate local accommodation and transport information.
- The implementation of initiatives to develop and market heritage infrastructure on a local level. Such development would make a more attractive “product” available for joint marketing.
- The development of local networks, which will allow the dissemination of information on coastal heritage sites in a local context and will ultimately feed into the wider marketing strategy.
- The exchange of information regarding coastal culture and heritage throughout the North Atlantic region. This will be achieved largely through exchange visits from different areas and the establishment of a network of sites/databases which hold information on such heritage.

## Expected results

The result will focus attention on selected sectors in tourism development, attracting a number of new visitor groups to the region as a whole and to these specific sites in particular. Thereby, existing jobs can be sustained and new job opportunities can be created, leading to increased sustainability in these communities as a whole and the stimulation of new developments.

Coastal renewal has been and will continue to be an important process in the continued existence of fragile peripheral communities. This project recognises the need to support such renewal by marketing projects to the widest possible audience and enhancing local provision. The project will contribute to increased adventure and heritage based tourism in the region as a whole, thereby stimulating economic growth and sustaining small and remote communities.

## Partners

Byggðasafn Húnavetninga og Strandamanna - Iceland  
Minjasafn Egils Ólafssonar (Regional Museum at Hjótur) - Iceland  
Development Agency for the region Thingeyjarsýsly - Iceland  
Shetland Amenity Trust - Scotland  
Piteå Municipality - Sweden  
Kalajokki Institute of Travel and Tourism - Finland  
Trondarnes Distriktsmuseum - Norway  
Nord-Troms Museum - Norway  
Lofotr Museum, at Borg - Norway  
Ferðavinnan í Eysturoy, (Eysturoy Tourist Association) - Faroe Islands  
Nanortalik Museum - Greenland  
Narsaq Museum - Greenland  
Orkney Tourist Board - Scotland  
Viking Trail Tourism Association (VTTA), Newfoundland - Canada  
City of Luleå - Sweden  
Skellefteå Municipality, Leisure Department - Sweden

## Project website

<http://www.ec.is/norce/is/Home>

### Measure

1.2

### Total Budget

1 756 500

### NPP Award

928 900

### Project Period

07/03/2004 – 30/06/2007

### Countries Involved

Iceland, Scotland, Sweden,  
Finland, Norway, Faroe  
Islands, Greenland,  
Canada

### Lead Partner

#### Organisation

Regional Development  
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### Project leader

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