



## SNOW MAGIC

In many northern areas snow is an abundant renewable resource that has a great potential to interest both visitors and the local population, if it is used in an innovative way. There is therefore a demand to create original solutions and to develop attractive products and activities, in order to support local businesses and communities. Snow Magic aims to design and promote attractive products, services and events based on the sustainable use of snow, local traditions, tales, legends and new technologies. Combining snow in the design of commercial products with local traditions, tales and legends exploited in a modern way is thereby both a solution to preserve and diffuse a threatened cultural heritage, and a way to support social and economic development. The partners will take advantage of their complementarity of skills, experience and know-how to support each other, in order to develop innovative proposals that best fit their profile. The overall aim is to support both tourist activities and local society.

### Objectives

- To mobilise local people, particularly young people
- To favour integrated sustainable development through the involvement of broad local partnerships (SMEs, associations, schools and universities, local and regional public authorities)
- To support local businesses and local society by developing attractive products, services, activities and complete tourist packages based on the sustainable use of snow; combined with local traditions, tales/legends and new technologies, and adapted to the context of each NPP partner area
- To strengthen transnational networks and joint marketing activities
- To explore means of continuity and sustainability of products and activities after the project period

### Project activities

The activities will involve:

- concrete sub-projects
- exchange of ideas and experiences through local and transnational workshops
- production of a snow master plan to stimulate continuity
- transfer of results and common marketing

### Expected results

- Increased number of innovative activities and products during winter time for visitors and local population (in particular for children and young people whose needs will be taken into account)

- Increased number of visitors
- Longer stay of visitors during the winter season
- Development of new skills in tourism, snow construction and creation, and animation
- Increased awareness and knowledge of local traditions and history
- Expanded local labour market
- Strengthening of small and medium-sized tourist companies, companies specialised in new technologies and other businesses
- New and deeper co-operation both between the partner countries and between the areas themselves. This will involve a wide range of actors, such as hotels, tourist companies and other businesses, associations, schools, universities, etc.
- Strengthening of local identity and profile; development of the awareness and pride of local people about their region, its resources, environment and its specificities
- Increased self-confidence among young people
- Expanded national and trans-national networks



## Partners

Municipality of Rovaniemi (MR), Lapland - Finland  
 Development Agency for the Region Thingeyjarsýsla - Iceland

## Project website

<http://www.snowmagic.nu>



## Measure

1.2

## Total Budget

706 395

## NPP Award

378 231

## Project Period

01/05/2004 – 30/09/2007

## Countries Involved

Sweden, Finland, Iceland

## Lead Partner

### Organisation

Municipality of Sorsele,  
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## Project leader

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