Nordic Council
of Ministers

Unlocking regional potentials

Nordic experiences of natural and cultural heritage as
a resource in sustainable regional development

Unlocking regional potentials

Nordic experiences of natural and cultural heritage as a resource in sustainable regional development

Bo Storrånk

TemaNord 2017:521

Unlocking regional potentials

Nordic experiences of natural and cultural heritage as a resource in sustainable regional development

Bo Storrønk

ISBN 978-92-893-4943-7 (PRINT)

ISBN 978-92-893-4944-4 (PDF)

ISBN 978-92-893-4945-1 (EPUB)

<http://dx.doi.org/10.6027/TN2017-521>

TemaNord 2017:521

ISSN 0908-6692

Standard: PDF/UA-1

ISO 14289-1

© Nordic Council of Ministers 2017

Layout: NMR

Cover photo: Linda Talve

Print: Rosendahls

Printed in Denmark

Although the Nordic Council of Ministers funded this publication, the contents do not necessarily reflect its views, policies or recommendations.

Nordic co-operation

Nordic co-operation is one of the world's most extensive forms of regional collaboration, involving Denmark, Finland, Iceland, Norway, Sweden, the Faroe Islands, Greenland, and Åland.

Nordic co-operation has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration, and aims at creating a strong Nordic community in a strong Europe.

Nordic co-operation seeks to safeguard Nordic and regional interests and principles in the global community. Shared Nordic values help the region solidify its position as one of the world's most innovative and competitive.

Contents

Preface	5
Summary	7
1. Introduction	9
2. Conceptual context	11
2.1 Regional development and regional growth – Nordic and European perspectives	11
2.2 Natural and cultural heritage as a resource for sustainable growth	15
2.3 Summarizing the chapter	21
3. Governmental policies and programmes promoting regional growth	23
3.1 Policies promoting sustainable growth in the Nordic countries	23
3.2 The Nordic tourism and travel industry – a growth path being reinforced by governmental initiatives	33
3.3 Summarizing the chapter	38
4. Socio-economic impacts of natural and cultural heritage	41
4.1 Summarizing the chapter	50
5. Regional development and job creation – Nordic examples of best practices	51
5.1 Green Care contributes to social inclusion	51
5.2 Northern pilgrim routes strengthen local co-operation and identity	54
5.3 Watching big animals provide new business opportunities	57
5.4 World Heritage Sites offer arenas for business development and dialogue	60
6. Conclusions and recommendations	63
6.1 (A) Implementing national and regional strategies that enhance growth and job creation	63
6.2 (B) The potential of natural and cultural heritage as a resource for regional development	65
Definitions	67
Green growth or green economy	67
Blue growth or blue economy	67
Ecosystem services	68
The Economics of Ecosystems and Biodiversity (TEEB)	68
Natural capital	68
Bioeconomy	68
Nature-based solutions	69
Cultural and natural heritage	69
References	71
Sammanfattning	77
Annex	79
Nordic workshop: Natural and cultural heritage as a resource for regional development	79

Preface

In 2016, the Terrestrial Ecosystem Group (TEG) of the Nordic Council of Ministers highlighted the importance of regional development in its project activities. The project *Nature-based solutions for regional growth* was one of the two projects financed by TEG in this field. The current report summarizes the findings of this project.

The overall project goal has been to provide the Nordic governments with an overview of national policy processes and programmes including existing evaluations of the effects of these, with an aim of highlighting the role of natural as well as cultural heritage in the promotion of regional growth and job creation. In addition, the project also aimed at an improved international visibility of the work carried out in the Nordic countries concerning the potential of natural and cultural heritage with regard to regional development. Governmental administrations responsible for natural and cultural heritage as well as regional development are the main target groups of the project. The project also regards organizations promoting regional development including business development, and representatives of the civic society, as potential end-users of the results.

The report *Unlocking regional potentials – Nordic experiences of natural and cultural heritage as a resource in sustainable regional development* describes recent policy actions taken by the Nordic countries regarding natural and cultural heritage as a valuable resource in the promotion of regional development. In addition, the report introduces various research and development activities concerning the valuation of natural and cultural heritage as a resource.

The project started in February 2016. The project report has been written by *Bo Storrånk*, Finnish Environment Institute (SYKE), who also carried out the desk research and worked as project leader. Advisors to the project have been *Siv Ericsson*, Stockholm Resilience Centre, *Marianne Zandersen*, Århus University and *Jukka-Pekka Jäppinen*, Finnish Environment Institute. The group met in Roskilde, Denmark, in November 2016, and discussed the findings and recommendations to be included in the final report.

The findings and recommendations of the project are based on the policy overview conducted by the project, a number of case studies as referred to in the final report, and a few examples of Nordic best practices. Furthermore, the project organized a Nordic workshop in Helsinki, Finland, in September 2016. We would like to express our thanks to all workshop participants for their valuable contributions to the project. We are also grateful to TEG for financing the work.

On behalf of the project,

Jukka-Pekka Jäppinen
Development manager,
Finnish Environment Institute (SYKE)

Summary

Promoting regional development or regional growth is an important aim for all the Nordic governments. Many of the ecosystem services in the Nordic countries are of high socio-economic significance, and entail a considerable potential with regard to regional growth and job creation. The project *Nature-based solutions for regional growth* introduces some recent trends with regard to regional development in the Nordic countries. However, first and foremost the project provides a snapshot of current policy actions taken by the Nordic countries regarding natural and cultural heritage as a resource for regional development and job creation.

Various features of biodiversity, landscapes and cultural sites including the built heritage are covered by the project. When feasible, the project has referred to evaluations of governmental initiatives and programmes. Furthermore, the project highlights a number of European and Nordic research and development activities concerning the valuation of natural and cultural heritage as a resource.

The project has tried to demonstrate the potential of natural and cultural heritage in regional development processes, a potential which has perhaps not yet fully been recognized. Joint challenges, innovative solutions and cases that demonstrate the concrete benefits of natural and cultural heritage are described. Examples of Nordic best practices underline the need to apply a broad view on regional development, but also highlight the involvement of entrepreneurs and local communities in regional development processes.

In the Nordic countries many nation-wide programmes, pilot projects and other governmental initiatives have recently promoted the utilization of natural and cultural heritage as a resource. These programmes have promoted cross-sectorial co-operation and highlighted the role and importance of the public sector when developing, testing and implementing new concepts and solutions with regard to regional development vs. natural and cultural heritage. Applying the quadruple-helix model, that is, an approach that includes the public and private sectors as well as representatives of the research community and the civic society, is necessary when viable solutions are being explored. Due to the substantial contribution to growth and employment the Nordic governments have taken various policy measures to support the development of the tourism sector. These measures are especially important in rural or remote areas where tourism can provide significant additional income and employment opportunities to local communities.

There is still a need for a better understanding of the role, constraints and potential of natural and cultural heritage as one of the drivers for sustainable regional growth. Such analyses would require considerable research efforts. The project *Nature-based solutions for regional growth* has only indicated some of the possible path forwards when it comes to implementing governmental policies and defining future research needs.

The project underlines two main aspects of regional development; a) the implementation of national and regional strategies that enhance growth and job creation with an emphasis on natural and cultural heritage, and b) the potential of natural and cultural heritage as a resource.

The project stresses the need to create regional platforms where various stakeholders can come together, carry out studies and analyses of the regional assets with regard to natural and cultural heritage, and consider how these could be integrated into the processes of regional development. According to the project an early involvement of the business sector, including both private enterprises and public supporting services, is crucial in this regard. Furthermore, the project emphasizes the need to apply a broad approach to regional development. This includes for example the importance of natural and cultural heritage to human health, well-being, social inclusion and local identity.

1. Introduction

Many of the ecosystem services in the Nordic countries are of high socio-economic significance, and several of the Nordic countries have started to include the concept of ecosystem services in their policy- and decision making processes. In several cases, it has been possible to estimate the direct economic value of the ecosystem services (for an overview – see for example *Kettunen et al. 2012*). Ecosystem services also entail a considerable potential regarding regional growth and job creation. Consequently, several Nordic countries have drafted both national and regional policies and strategies that pinpoint the importance of natural resources and ecosystem services as assets for regional development. The project *Nature-based solutions for regional growth* has not, due to its scope and objectives, looked into the concept of ecosystem services as such, but rather focused on natural and cultural heritage as resource for regional growth. Nevertheless, the TEEB-concept has provided a useful contextual framework for the project.

Regional growth or *regional development* is a broad concept. Traditionally, it includes elements such as demographic development, economic performance, labour force potential, innovation capacity, and connectivity or accessibility both within and between regions. Sustainability aspects are integral parts of any consideration on regional development.

Natural and cultural heritage forms an integral part of our natural resources and are being utilized as assets in regional development. Overviews of current initiatives and strategies, including evaluations already carried out of the effectiveness of the actions taken in Nordic countries, could facilitate the national development work. Such overviews could also give valuable insights into possible new solutions and approaches when it comes to the potential of natural and cultural heritage in regional development. Furthermore, an improved knowledge base could also contribute to joint Nordic views that could be conveyed on the international arena.

Cultural heritage, according to a broad definition, includes all aspects of the environment resulting from the interaction between people and places through time. The project has applied a more narrow approach, and *Nature-based solutions* in this project to be understood as various features of biodiversity, landscapes and cultural sites including the built heritage. Obviously, these features also contain immaterial values related to people's beliefs and traditions.

It is often useful to study natural and cultural heritage, i.e. various features of biodiversity, landscapes and cultural sites including the built heritage, in an integrated manner. Biological and cultural values are often inseparable as a result of, for instance, historical land use. From a development perspective, e.g. tourism products relying both on the natural and cultural heritage are often marketed jointly.

In its recommendations, the project has focused on the implementation of national and regional strategies for growth, and the potential of natural and cultural heritage in this regard.

The report *Unlocking regional potentials – Nordic experiences of natural and cultural heritage as a resource in sustainable regional development* includes first and foremost an overview of current policy actions taken by the Nordic countries regarding natural and cultural heritage as a resource in regional development and job creation (including references to already undertaken evaluations of these policy actions). Furthermore, the report presents a number of cases and studies that highlight various methods for valuating and assessing natural and cultural heritage from a development perspective. The report also contains a few examples of Nordic best practices that illustrate the involvement of entrepreneurs as well as the need to apply a broad perspective to regional development. Finally, in order to further delineate the project's approach and the various concepts of relevance to regional growth, a list of definitions has been included in the report.

2. Conceptual context

The Nordic countries are characterized by diverse communities. As expressed in the official regional policies of these countries, the aim is to improve their welfare and economic growth by exploiting the full potential of all parts of the countries (*Nordic Council of Ministers 2013*).

Regional growth or regional development encompasses a multitude of governmental policy areas or sectors that support the development of the regions taking their respective strengths and weaknesses into account. Crucial policy areas, among others, are regional policy, business and economy, rural policy, agriculture, research and innovation as well as policies for the environment and energy. Accessibility, in the form of a sufficient transport infrastructure and ICT, and a highly skilled work force are some of the prerequisites for regions to thrive and grow. Access to health services and education as well as good living conditions are essential in order to attract both people and business. Recreation opportunities, clean air and other natural assets of high quality are important in this regard.

In the context of regional development, the natural and cultural heritage has been acknowledged as an important resource. The attractiveness of a region, and marketing or branding efforts, especially when it comes to the images of a region, often relies on the natural and cultural heritage. Exciting sceneries and the interaction between man and nature as demonstrated by the cultural heritage (buildings, landscapes, and immaterial cultural values) are important components of most tourism development strategies.

As important are the actual economic benefits that both the natural and cultural heritage are providing. Tourism is one of the biggest industries in the world. Also in the Nordic countries it generates a considerable amount of income. Natural and cultural heritage forms one main foundation of tourism activities, and there is an increasing awareness of the potential of this industry in economic terms. Natural and cultural capital could also form the basis for development of new and tangible products with even global market potentials. The challenge is how to utilize the natural and cultural heritage in a sustainable manner, and at the same time promote regional growth and job creation.

2.1 Regional development and regional growth – Nordic and European perspectives

The Nordic countries have since decades promoted regional development by investments in specific areas or regions, by enhancing legislation and, more recently, by establishing strategic frameworks for regional development that involve players from various sectors and governance levels (as for instance the co-operation groups for authorities and politicians established by the Swedish Agency for Economic and

Regional Growth). A primary aim of the Nordic governments is to strengthen regional competitiveness and to promote employment, and to make sure that the inhabitants have the possibility to live and work in all parts of their countries, from urban growth regions of the capitals to more remote regions.

Global trends affect all regions and the way societies prepare for and adjust to these changes. As an input to the 7th Strategy Forum of the EU Strategy for the Baltic Sea Region (EUSBSR), held on 8–9 November 2016 in Stockholm, the Swedish Agency for Economic and Regional Growth commissioned a report about future trends and how these trends could be taken into account in the co-operation in the Baltic Sea Region towards 2030. The report (Böhme *et al.* 2016) highlighted four major challenges and opportunities for the Baltic Sea region; changing demographic pressure, renewing industries and innovation, deepening the environmental conversation, and changing democratic decision making. According to the report, environmental and climate challenges is an area where the co-operation must be intensified.

Nordregio – the Nordic Centre for Spatial Development (*Nordregio 2016*) – has since its establishment in 1997 provided relevant knowledge to policy makers in the field of planning and regional policy, and particularly from a Nordic and European comparative perspective. In February 2016 Nordregio published its report “State of The Nordic Region 2016” (*Grunfelder et al. 2016*). The report gives valuable insights into recent trends regarding regional development in the Nordic countries. On the basis of the latest available statistics it presents a thorough analysis of demographic changes, labour markets, economic performance, and overviews of trends concerning accessibility and infrastructure.

As a new approach, the report includes a Regional Potential Index that illustrates the performance of 74 administrative regions of the Nordic countries (*Figure 1*). The index highlights the strengths and weaknesses of the regions in relation to one another. It indicates regions with a high potential of development, and regions in need of further support. Despite the overall good performance in both a European and global context, there are also major challenges like high levels of youth unemployment, segregation and social exclusion. From a territorial perspective, there are relatively large differences not only between regions but also within regions.

One of the major challenges in all Nordic countries is the substantial increase in the number of people aged 65 and more. Especially in more remote and sparsely populated rural areas this may over time cause problems such as lack of a skilled labour force and an increased need for public health care services. At the same time, the aggregation of people into cities and more urban regions may lead to other challenges – but also a number of new opportunities. City regions are often key drivers from an economic point of view and demonstrate a high innovation potential.

Figure 1: Regional development and regional growth – Nordic and European perspectives

Note: The Regional Potential Index 2015 covers demographic potential (population density, net migration rate, demography dependency rate and female ratio), labour market potential (employment rate, share of the age group 25–64 with high education degree, youth unemployment rate) and economic potential (GRP/capita and total R&D investments) of the Nordic regions.

Source: Nordregio: State of the Nordic region 2016. Julien Grunfelder, Linus Rispling and Gustaf Norlén (eds.) Nordregio Report 2016:1 (Designer/Cartographer: Julien Grunfelder, Data source: NSIs).

Other main challenges relate, for instance, to the impacts of globalization and climate change. As for regional development in general, solutions addressing these changes have to be tested and implemented in a number of policy areas. Changes in the business environment, e.g. the growing demand of clean tech solutions, underline the need to apply innovative concepts and to create synergies between different regions and development areas. In a global comparison the Nordic countries have a skilled work force, an education system of high quality, and safe as well as prosperous cities and regions. The countries are thus well equipped to meet the challenges ahead. However, in this context it is important to make full use of the potential of all regions, which is also stated by the Nordic governments (*Chapter 3*).

The need to identify the main challenges and different paths forwards is also reflected in the strategies and policies of the Nordic governments. For instance, in Sweden the government recently identified some of the factors that will have a significant impact on the regions in the years to come; demographic changes, globalization, climate change, environment and energy as well as social cohesion. As a conclusion, the Swedish government underlines the need of a multi-level and multi-stakeholder dialogue and the role of forums for interactions and communication (*Government Offices of Sweden 2015*). The same principle of interaction and mutual partnerships is also underlined by the Finnish government in its decision on the targets and tools for regional development in 2016–2019 (*Ministry for Economic Affairs and Employment 2016*).

2.1.1 Funding provided by the European Union

Funds provided by the European Union are forming a part of the overall funding allocated to the regions, and the Nordic EU-countries have actively made use of these financial allocations. Along with national funding, EU funding contributes significantly to the *Europe 2020* strategy for a smart, sustainable and inclusive growth (*European Commission 2010*). The strategy covers employment, research and development, climate and energy, education as well as social inclusion and poverty reduction. A number of policy areas of the European Union are crucial in this regard, like the EU regional policy and the rural development policy. Also many other policy areas are relevant when it comes to the promotion of business and job creation. For instance, one objective of the Common Fisheries Policy (CFP) is to support coastal communities in diversifying their economies.

The aim of the EU regional policy is to support job creation, business competitiveness, economic growth, sustainable development and to improve the citizens' quality of life (*European Commission 2014*). Above all, the regional policy has an influence on funding allocated to regional development. Considerable funds are steered to investments in infrastructure, enhancement of the knowledge base and innovation. The various funding instruments also provide opportunities to promote natural and cultural heritage in the context of sustainable regional growth. The European Regional Development Fund (ERDF) is one of the most crucial in this regard.

In addition, the rural development policy of the European Union is crucial both with regard to policy impacts and funding. One of the aims of the EU rural policy is to achieve a balanced development of rural economies and communities including the creation and maintenance of employment (*European Commission 2016*). As a part of the broader EU investment strategy substantial funds are allocated to the EU Member States via the European Agricultural Fund for Rural Development (EAFRD), including for instance actions to promote entrepreneurship in rural areas.

The EU Bioeconomy strategy adopted in 2012 is mainly focussing on renewable biological resources. It promotes a smart and green growth, and is underlining the potential of bioeconomy for creating jobs especially in rural, coastal and industrial areas. (*European Commission 2012a*). Much of the efforts are directed towards investments in research, innovation and skills, and there is a close link to the EU Framework Programme for Research and Innovation (Horizon 2020).

2.2 Natural and cultural heritage as a resource for sustainable growth

Several international organizations have agreed on policies that acknowledges natural and cultural heritage as an important resource when promoting sustainable growth. The evolvement of new concepts and working methods, like ecosystem services, may further enhance the possibilities to utilize natural and cultural heritage as a resource. At the same time, the aggregated results of Nordic co-operation provide further insights into the various concepts and initiatives promoting sustainable growth especially from the natural and cultural heritage point of view.

It seems like the regional perspective, i.e. the potential of natural and cultural heritage as drivers of regional development and growth, has only seldom been in focus of studies in this field. Nevertheless, there are some Nordic examples of research and development initiatives with a particular focus on issues related to regional development and growth (*Chapter 4*).

Figure 2: Natural and cultural heritage as a resource for sustainable growth

Note: Ancient transport routes, footpaths and roads are important elements of the cultural landscape, connect to the local identity and provide assets for tourism development.

Photo: Bo Storrånk.

2.2.1 Sustainable growth – a global challenge

Natural resources have a long time been regarded as assets for economic growth and means to reach the societies' goals of enhanced prosperity and well-being. Investments in industries like mining, fishing and forestry along with infrastructure are major components of natural resource policies all over the globe. At the same time, the increasing demands on sustainable use of natural resources have triggered a range of global initiatives (e.g. within well-established organizations like UN, OECD, World Bank, UNESCO, IUCN, and international agreements like CBD) that promote sustainable development and aim at minimizing the negative environmental impacts of development. In addition, new concepts and methods have evolved providing a contextual framework that includes sustainability aspects to a larger extent than more traditional measurements of development and growth.

Ecosystem services is a concept introduced rather recently (UNEP 2005, *Millennium Ecosystem Assessment 2005*). It has contributed to a more holistic understanding of the numerous benefits biological resources and ecosystems are providing human societies. Ecosystem services entail natural and cultural heritage, in a broad sense, and its conceptual framework offer tools for analyses, further development and actions related to the links between biodiversity and economic development. The BalticSTERN initiative (SwAM 2013), launched in 2009, is one example of an effort to highlight the

need to ensure the ecosystem services in a Baltic Sea perspective. Another more recent example is the Nordic TEEB-report (*see below*).

Natural capital accounting is one main element of the ecosystem services approach. Natural Capital, according to the World Bank's initiative WAVES (*Wealth Accounting and the Valuation of Ecosystem Services 2016*) "integrates natural resources and economic analyses, providing a broader picture of development progress than standard measures such as GDP". WAVES – funded by the European Commission, a number of European countries, and Japan – is an effort to introduce the concept of natural capital accounting into development planning, economic policies and decision-making particularly in developing countries.

The Man and Biosphere programme (MaB), launched by UNESCO already in 1971, is another example of a well-established global initiative, focusing on model areas demonstrating practical solutions enhancing sustainable development, including perspectives on the sustainable use of natural and cultural heritage. It combines natural and social sciences, economics and education in order to promote innovative approaches to economic development. The network of biosphere reserves includes 669 sites in 120 countries (*UNESCO 2016a*).

The cultural and natural legacy may provide a good basis for creating new business opportunities, enhance the vitality of local communities and sometimes even have an impact on a larger, regional scale with regard to competitiveness, economic performance and job creation. Tourism is regarded as one of the biggest, if not the biggest industry in the world, and a key driver of socio-economic development. Well managed, it can play a positive role in the development of destinations, and drive both economic growth and protect the environment (*Convention on Biological Diversity 2015*).

Lately, the positive impact of natural heritage and biodiversity on human health and well-being has been underlined. Regional or national studies and initiatives have pointed out the connection between biodiversity and human health and well-being (*eg. Jäppinen et al. 2014*). In this context, also the business opportunities have to be highlighted, for instance related to health-tourism and development of new products from wild berries and other natural products from Nordic ecosystems.

All in all, there is an increasing understanding both globally and regionally about the need to safeguard the foundation for human well-being, that is, healthy and well-functioning ecosystems. New concepts and approaches have emerged that help to visualize and operationalize the work towards more sustainable societies. Natural heritage as a resource for development has been acknowledged on an overall level and manifested in international agreements, programmes and initiatives. The role and potential of cultural heritage in this regard has been recognized as well (*see below and Chapter 3–4*). From a development perspective it does not often make sense to make a sharp distinction between these two dimensions of our heritage.

2.2.2 *Heritage as a resource for regional growth – European policy perspectives*

The signatory states of the Faro Convention or the Council of Europe Framework Convention on the Value of Cultural Heritage for Society have committed themselves to “raise awareness and utilize the economic potential of cultural heritage, take into account the specific character and interests of the cultural heritage when devising economic policies, and ensure that these policies respect the integrity of the cultural heritage without compromising its inherent values”. Since May 2005, a total of 17 European countries have ratified the Convention (*Council of Europe 2014*).

The importance of cultural heritage for sustainable development and employment, especially through its potential with regard to tourism, has also been recognized by the Council of the European Union (*Council of the European Union 2014*). In its conclusions of May 2014, the Council calls on the Member States to enhance the role of cultural heritage in sustainable development, and to encourage networking and partnerships between cultural heritage and other policy fields, between public and private actors and on different levels of governance. The Council also encourages the Member States to make full use of available funding programmes and to invest in cultural heritage as part of integrated strategies for sustainable local and regional development. In line with the conclusions, the European Commission emphasized later the same year the need to put cultural heritage on the European Agenda (*European Commission 2014a*). The Commission advocates for an integrated approach towards cultural heritage and points out the need to make better use of its economic potential in view of the Europe 2020 strategy.

Natural heritage, or biodiversity in a broad sense, forms the foundation for all life on Earth. Use of biological resources or biodiversity has to be sustainable in order not to undermine the foundation for well-functioning and viable societies. From a European perspective, the implementation of the EU biodiversity strategy 2020 (*European Commission 2011*) is one of the main processes aiming at the long-term halt of biodiversity loss by 2020. The strategy, adopted in 2011, identifies six targets and 20 actions. According to the mid-term review in 2015, the achievement of the goals still requires a number of actions to be taken.

In order to support the drafting and implementation of key policies on the preservation of natural and cultural heritage, the European Union has commissioned overviews, policy studies and various other background documents. For instance, the overall economic value of the benefits provided by the Natura 2000 Network was highlighted in a comprehensive study published in 2011 (*ten Brink et al. 2011*). Regarding cultural heritage, the need for a holistic approach was further underlined by the EU initiative Cultural Heritage Counts for Europe that presented its final conclusions in 2015 (*Cultural Heritage Counts for Europe 2015*) (for an overview of the two studies, see Chapter 4).

2.2.3 *Nordic views on natural and cultural heritage as contributors to regional growth*

Natural and cultural heritage has in a Nordic co-operation context often been regarded as inseparable, and especially in terms of management of our common heritage. Traditional rural biotopes are one example of the interdependency between natural and cultural environments and values. The biodiversity of such biotopes will be maintained only if they are actively managed by grazing, mowing or other methods of active management. A well-managed landscape is also adding a historic and visually appealing dimension to our living environment (*figure 2*).

Everyman's right, that is, the freedom of anyone to, with certain limitations, enjoy the nature and outdoor activities in forests, mountains and other areas in the countryside, is typical for the Nordic countries, and illustrates the long interaction between man and nature and the sustainable use of natural resources. National urban parks are another example of the interaction between natural and cultural heritage. This relatively new type of special sites, combining the safeguarding of both cultural and ecological values of urban environments, was introduced in Sweden in 1995 and a few years later in Finland. National urban parks are important not only for local inhabitants but for visitors as well. Regional parks, or nature- and cultural parks, are another type of special areas combining preservation of both the natural and cultural heritage.

The Nordic Council of Ministers has since the 1970s promoted the protection of natural and cultural heritage by joint projects and initiatives. Nordic overviews of valuable nature areas and classifications of landscapes are some of the early results of the co-operation. In the 1990ies, several Nordic initiatives were focusing on the cultural landscape and the interaction between natural and cultural heritage.

In recent years, and building on the previous achievements, the potential of natural and cultural heritage as a resource for sustainable development has been highlighted. For instance, in 2008, the three year project "Natural and cultural heritage as a resource for sustainable development" was launched (*Nilsson and Hulusjö 2009, Nilsson 2011*). In its final conclusions, the project stated that natural and cultural heritage is an important foundation for new ways of thinking and innovation. However, it is according to the project "only when natural and cultural heritage values become visible that they can be used strategically for the purpose of creating value". Furthermore, the project stressed the importance of a broad approach towards added-values or benefits provided by the natural and cultural heritage in the context of development and regional growth; all parts of sustainability have to be taken into account, i.e. environmental, social, cultural and economic aspects in an all-inclusive manner.

The project also concluded that there is an obvious need for meeting places or co-operation forums where representatives for various sectors could elaborate on and find new solutions to the challenges related to regional growth. It is also important to bring together both the strategic and practical level. Ideally, the co-operation forums should be formalized in one way or another, for instance by long-term co-operation agreements, and by highlighting the concrete benefits each partner could gain. Prerequisites for business development need to be created, and co-operation between private and public actors encouraged. In these processes, it is, according to the project,

important to have a good understanding of market conditions and to interact tightly with local communities. Apart from business development in general, the importance of the tourism industry was underlined. In order to provide unique experiences to visitors, information, guidance and a high quality of hosting are essential. Finally, the project also emphasized the role of research, analyses and monitoring with regard to natural and cultural heritage as a resource for sustainable development and growth.

In order to further facilitate the Nordic co-operation the project put forward a proposal of establishing a series of study areas (regions or local communities) where best practices could be studied, and thus, via exchange of experience, further promote the development of tailor-made policies and actions on the governmental level in each Nordic country. The project also underlined the need to review research methods for evaluating the economic benefits of natural and cultural heritage.

Already a few years earlier, Telemarksforskning (NO) underlined the importance of sustainability in a broad sense (*Haukeland, and Brandtzaeg 2009*). In its research report focusing on added-values of a development based on natural and cultural heritage, the conclusion was that all components of sustainability has to be taken into account, not only the economic ones. The relation between common goods and private benefits is another key question that was elaborated on in the same report, compiled as a part of an initiative launched by the Norwegian Directorate for Cultural Heritage (see Chapter 3 for details about the value creation programmes carried out in Norway in 2006–2015). Finally, the study also stressed the need of co-ordination between different administrative levels and sectors as well as the need to find synergies and to create meeting places in order to establish good governance.

Ecosystem services are vital to our society and provide essential benefits and form the foundation for our well-being. Several Nordic projects have elaborated on the concept of ecosystem services, and accordingly applied a broad approach with regard to safeguarding of our natural and cultural heritage (e.g. *Ahtiainen and Öhman 2014, Magnussen et al. 2014*). According to most of the definitions of ecosystem services, cultural aspects form an integrated part of the benefits ecosystem provide our society. Closely linked to the concept and different values of ecosystem services is an initiative called *The Economics of Ecosystems and Biodiversity (TEEB)*.

In 2011, inspired by the TEEB concept, the Nordic Council of Ministers decided to formulate a synthesis on the socio-economic role and significance of nature in the Nordic countries. The study – TEEB Nordic (*Kettunen et al. 2012*) – showed that nature and the ecosystem services are of high socio-economic importance, both when it comes to the market value and the importance for the inhabitants. This extensive study also identified ecosystem services of special importance to the Nordic countries. Several steps forward were suggested by the project, including efforts to develop natural capital accounts that include ecosystem services into the national or regional accounting systems.

Although the approach of ecosystem services has been applied mainly in the context of natural heritage and biodiversity, it could also provide a useful input with regard to cultural heritage. In 2015 the Nordic Council of Ministers published a

feasibility report (*Nordic Council of Ministers 2015*) summarizing findings regarding the interfaces between ecosystem services and the preservation of cultural heritage.

The cultural heritage administrations of the Nordic countries could probably benefit from the ecosystem services approach especially when assessing the socioeconomic benefits of cultural heritage, but also when making cultural heritage more visible as a resource. On the other hand, the project concluded that the administrations could contribute to the still ongoing development of the ecosystem services concept, and especially in the field of cultural services. Cultural heritage administrations have a long tradition of analysing values linked to heritage, and have stressed the importance of knowledge and interpretation of knowledge.

The project also presented an overview of Nordic efforts to evaluate the socioeconomic – or even economic – values of cultural heritage. Although the conclusion was that there are only a few such attempts, there was a clear indication that cultural heritage may produce many economic benefits in addition to the immaterial ones.

2.3 Summarizing the chapter

Nordic regions are very different. Capital regions have a high potential of attracting skilled people, and demonstrate a high innovation potential, whereas more remote regions, in the very North or anywhere on the fringe, often have to rely on other assets in order to be competitive in a Nordic, European or global context. These assets include our natural and cultural heritage, and there are many examples that show how sustainable use of our heritage could be as beneficial as more short-term development initiatives. Natural heritage as a resource for development has been acknowledged and manifested in international agreements, programmes and initiatives. The potential of natural and cultural heritage in terms of sustainable development and regional growth has also been demonstrated by several Nordic research and development projects. A broad understanding of sustainability is necessary if the full potential of natural and cultural heritage is to be exploited.

3. Governmental policies and programmes promoting regional growth

In the Nordic countries many nation-wide programmes, pilot projects and similar initiatives have recently promoted the utilization of natural and cultural heritage as a resource. These programmes have promoted cross-sectorial co-operation and highlighted the role and importance of the public sector when developing, testing and implementing new concepts and solutions (Chapter 3.1).

The Nordic governments are acknowledging the considerable potential of the tourism and travel industry when it comes to promoting growth and job creation. Strategies, specific Road Maps for the tourism sector, as well as various other plans, are therefore being developed by all the countries (Chapter 3.2).

3.1 Policies promoting sustainable growth in the Nordic countries

In both Finland and Sweden, the governments have recently agreed on nationwide policies for regional growth and development. The regional policy of Norway is currently being revised, and a governmental decision (*Stortingsmelding*) on the updated policy is foreseen by the beginning of 2017. Similarly, in February 2016 the government of Denmark concluded an agreement for the time period 2016–2019 regarding financial allocations contributing to the implementation of the Danish regional policy. In Iceland, the parliament in May 2014 approved a Parliamentary Resolution on a Strategic Regional Plan for the years 2014–2017.

Furthermore, the governments have initiated a few development programmes, pilot projects and evaluations of these with a focus on the impact of natural and cultural heritage in a regional development perspective.

3.1.1 Sweden

In July 2015 the government of Sweden launched its strategy for sustainable regional growth and attractiveness (*Government Offices of Sweden 2015*). The strategy aims first and foremost at a balanced development of all parts of the country. Four main priorities of the regional policy in the years to come are identified. The priorities identified are: 1) innovation and entrepreneurship; 2) attractive environments and accessibility; 3) access to knowledge and competence, and 4) international co-operation. The actions of each priority will support the implementation of regional development strategies and

programmes. Governmental authorities are expected to take the priorities into account when carrying out their respective tasks. Activities funded by the European Union, and especially via the EU cohesion policy, form an integrated part of the strategy.

According to the governmental growth strategy, there is a considerable potential of the tourism industry in promoting regional growth. In order to make full use of this potential there is, however, a need for more in-depth cooperation between the various stakeholders and actors on all levels of governance. Active management of the cultural heritage may provide a basis for the diversification of the business sector, with a special emphasis on tourism including culture and creative business.

The implementation of the nationwide strategy for sustainable regional growth also requires, according to the Swedish government, a more effective monitoring of the use of available funds. A clear division of work and enhanced communication between governmental and regional as well as local organisations would further support the implementation of the strategy. Regional strategies for sustainable growth are important tools in this regard. Another important procedure is the task assigned by the government to several national authorities and institutions concerning actions to implement the growth strategy as well as the EU cohesion policy. Among the authorities are the Swedish Environmental Protection Agency (SEPA), the Swedish Agency for Marine and Water Management as well as the Swedish National Heritage Board. These authorities, within their respective mandates, have pinpointed several actions that will promote regional growth building on natural and cultural heritage as an important resource.

SEPA has the overall responsibility of safeguarding a healthy environment. In its strategy of 2015 regarding its contribution to the regional growth strategy (*Swedish Environmental Protection Agency 2015*) the authority stated that its main role is to support other authorities, and especially the County Administrative Boards, in their work towards the goals of the national growth strategy, and to function as a link between the regional, national and EU-level especially regarding exchange of knowledge and experiences. SEPA has identified three main priorities of its work in this context: a) efforts to promote sustainable urban development, b) inclusion of regional growth in the overall assessment of environmental quality goals (*miljö kvalitetsmål*), and c) continuation of the planning and establishment of new protected areas. The agency refers to good examples of co-operation and synergies achieved in some earlier cases like the establishment of Kosterhavet national park. SEPA intends to develop the same participatory approach when establishing parks in the future, and also allow the involvement of business sector in the sustainable use of protected areas.

The Swedish Agency for Marine and Water Management also underlines the importance of dialogue, and the need to provide forums for co-operation and exchange of views and experiences regarding sustainable regional growth. In its long-term strategy for regional growth (*Swedish Agency for Marine and Water Management 2015*), the agency indicates its preparedness to contribute with knowledge, to promote blue growth and clean tech, and to participate in cross-border activities for instance in the framework of the EU Strategy for the Baltic Sea Region (EUSBSR). Above all, the Swedish Agency for Marine and Water Management will promote regional growth issues when implementing

one of its core tasks, marine spatial planning (MPA). Spatial planning of the marine environment contributes to the objectives of regional development, is cross-sectorial by definition and includes economic, social and environmental considerations. The principal goal of MPA is to make use of marine resources in a sustainable manner, providing possibilities for maritime business to grow and prosper, however, respecting also ecological limitations. Finally, the agency also recognizes the potential of recreation and tourism as a resource for regional growth and job creation.

The Swedish National Heritage Board concludes that cultural heritage constitutes an important resource in the efforts to achieve regional growth. In its strategy for 2014–2020 (*Swedish National Heritage Board 2015a*) the agency states that promotion of cultural heritage may be important especially regarding the tourism industry. For instance, development of specific cultural sites may be beneficial in terms of new products and enterprises. However, the benefits may also include for instance enhancement of know-how and competence of restoration works. In addition, the Swedish National Heritage Board concludes that the preservation of cultural heritage contributes to attractive living environments, and that the work on cultural heritage also promotes social inclusion. The agency emphasises the need to attract more funding already available via the European Union, and it will for example carry out studies and analyses about the effects of EU funding on the protection and use of cultural heritage. Like other governmental authorities, the Swedish National Heritage Board underlines the importance of dialogue, synergies and co-ordination between all relevant actors, and especially when deciding on funding allocated to regional development and growth. In 2015, the agency carried out an evaluation of the impact of grants allocated to management of cultural heritage (Box 1).

The Swedish Agency for Economic and Regional Growth has specific tasks regarding tourism. It is responsible for statistics on tourism, and the agency collects and disseminates information about the tourism industry to various stakeholders. The agency also coordinates a group of governmental agencies and state enterprises with an aim of promoting the Swedish travel and tourism industry.

Box 1: Impacts of grants allocated to the management of cultural heritage in Sweden

In the time period 2011–2013 the Swedish National Heritage Board allocated an annual amount of about SEK 250 million (about EUR 27 million) to activities that promote preservation and management of cultural heritage. In 2015, the agency conducted a study in order to assess the impacts of governmental grants allocated to the management of cultural heritage, and especially in relation to employment issues, labour market and regional growth (Swedish National Heritage Board 2015b). Apart from the impacts on employment issues, the study elaborated on the potential of cultural heritage as a resource for the tourism and travel industry. Due to methodological reasons the study did not apply an input-output approach, i.e. actual economic quantification of the impact of the grants. A part of the study was based on case studies in six different regions.

The evaluation clearly demonstrated that the grant had an important impact on the preservation and management of cultural heritage sites. In more than 70% of the cases (of those projects that received the grant), the grant had a major or even decisive impact on the actions carried out. Of all the sites that received funding, almost two-thirds were focusing on tourism activities, which also

enhanced employment. More rarely the grants were used in order to directly employ people. More often the grants were used for expert services provided by a specific and skilled worked force still able to apply traditional working methods, and thereby also in the long run promotion cultural heritage. The analyses of the case studies revealed some more insights into the potential of cultural heritage in relation to regional growth and especially the development of tourism related activities; the grants enabled longer opening-hours and activities outside the main tourist season, improved accessibility to specific sites, and finally also boosted different types of information activities. Regarding employment and labour market issues the study first and foremost demonstrated an indirect impact. The grants facilitated and even triggered the overall development of the sites in question, and thus in the long term perspective, contributed to job creation. However, in some cases the financial allocations were also used in order to employ people. In general, it was difficult to estimate or quantify to what extent the grants had contributed to job creation.

One overall observation on the basis of the case studies, and related to the impact on regional growth, was the increased probability of grants releasing additional funds to the development of specific sites or regions. Grants provided by the government added credibility to the development projects, and could trigger funding from other sources, including the EU. This was especially important in the start-up phase of a project. In its concluding remarks, the Swedish National Heritage Board also pointed out that the activities enabled by the grants contributed to social inclusion and supported the civic society including the activities of local people and NGOs.

3.1.2 Finland

In February 2016, the government of Finland decided on the overall regional development policy for the time period 2016–2019 (*Ministry of Employment and the Economy 2016*). According to the vision of the government, smart specialization, structural reforms of the business sector as well as promotion of entrepreneurship have, by 2025, resulted in increased economic well-being and strengthened all the regions' and thereby Finland's international competitiveness. As a cross-cutting principle, the government underlines the right of every citizen to live and work in a healthy and safe environment, regardless of the place of residence.

One of the areas given priority by the government is promotion of bioeconomy, circular economy as well as clean tech. Sustainable use of natural resources may contribute significantly to regional growth and job creation. Promotion of blue growth, bioeconomy and the recreational use of nature are important elements of the governmental policy for regional growth. Pilot projects are regarded especially important in order to achieve sustainable regional growth and enhance the competitiveness of the business sector.

Relevant ministries, as well as other governmental organisations, will compile their own implementation plans and report regularly about the measures to be taken supporting the overall regional policy as outlined by the government. The 18 regional councils have an important role in the implementation of the regional policies, including both statutory tasks and an overall responsibility to promote regional growth. In addition to measures directly related to the governmental decision on regional policy, several sector-specific plans and strategies have been drafted by the government, usually applying a participatory approach that involves various interest groups and

stakeholders. Among these, and of importance regarding the potential of natural and cultural heritage as a potential for regional growth, are the Finnish Bioeconomy Strategy, the National strategy for cultural heritage, the Finnish Rural Policy Programme, and the road map for the Finnish tourism industry.

The Finnish Bioeconomy Strategy (*Ministry of Economic Affairs and Employment 2014a*) was approved in 2014. Bioeconomy is regarded as a sector having a considerable potential to speed up economic growth and job creation. The objective of the strategy is to increase the output of the bioeconomy sector to EUR 100 billion by 2025, and to create 100,000 new jobs. Like other efforts concerning bioeconomy, the Finnish strategy emphasizes the importance of new business opportunities based on smart exploitation of biomasses and water resources as well as development of new technologies and services. For instance, in addition to traditional forest products, completely new bio-based products could in the future contribute to the export income of the country. Innovations in the bioeconomy field could also boost the turnover of the food industry and enable growth in the health sector.

In Finland, the concept of bioeconomy also includes, to some extent, aspects of natural and cultural heritage, and especially regarding services building on the need to create an added value of, for instance, forest products. Nature and culture, or immaterial values, are recognized as resources for business development. Consequently, the strategy underlines how important it is to safeguard these assets.

The potential of rural environments in this regard is also highlighted by the National Rural Policy programme for 2014–2020 (*Ministry of Economic Affairs and Employment 2014b*) as approved by the Finnish rural policy committee in February 2014. In the countryside, it is according to the programme, possible to develop new businesses and services based on the natural and cultural heritage, including the rural landscape. One branch that could be further developed is entrepreneurship based on Green Care. New business activities could emerge also by combining different sectors in an innovative manner, e.g. the creative industry, food production and especially local food, Green Care, and more traditional tourism activities. As one of the actions to be implemented, the programme underlines the need to improve the visibility of nature-based services, and for instance, to develop protected areas as foundations for tourism activities, including promotion of health and well-being. The implementation of the programme 2014–2020 is monitored by five cross-sectorial working groups focusing for instance on ecosystem services.

Similarly, the Government decision-in-principle on the strategy for cultural heritage 2014–2020 (*Ministry of Education and Culture & Ministry of the Environment 2014a*) underlines the not yet fully utilized benefits cultural heritage could provide the society. In the strategy, and the corresponding action plan (*Ministry of Education and Culture & Ministry of the Environment 2014b*) three main guiding principles for the work ahead are identified: cultural heritage is a resource, it contributes to sustainable development, and efficient and good governance on the international, national, regional and local level is needed in order to achieve the goals of the strategy. According to the strategy, a strengthened role of cultural heritage in decision-making processes would benefit also employment and the competitiveness of the regions.

Several of the recommendations and actions to be taken relate to the potential of cultural heritage as a resource for growth. For instance, an objective of the strategy is to demonstrate the potential of cultural heritage in business development, which also possibly could result in economic investments. One action to be taken, consequently, is to promote research and overviews of the economic benefits of cultural heritage. In addition, co-operation between business and public sectors should be reinforced. For instance, both EU funds and national funding allocated to the establishment of enterprises and the development of their businesses could be better utilized, including the potential of cultural heritage as a business activity.

3.1.3 Norway

The most recent update of the Norwegian regional policy was expressed in the government's Report to the Storting (*stortingsmedling* or *white paper*) in 2013 (*Det kongelige kommunal- og regionaldepartementet 2013*). It underpins some of the main objectives of many previous governmental policies of regional development and growth. The principal aim is to make use of the human and natural capital of all parts of the country and to create added-values for the society as a whole, and furthermore to guarantee equal conditions for every citizen, including the possibility to live and work wherever one prefers.

Norway has carried out an active regional policy for decades, and the rich natural resources have been essential in this regard. By the beginning of 2017, the current government will present its updated view on the future regional policy. In a discussion paper (Ministry of Local Government and Modernisation 2015) the government invites all relevant stakeholders, including citizens, to express their views on the future development. Of the various challenges ahead, the government mentions for instance the transition to a greener economy, climate change and the need to enhance the conditions for prosperous business sectors also in the future. Another challenge, but also identified as a potential, is the establishment of new businesses especially in more remote areas, for instance based on the country's rich natural resources and the natural as well as the cultural heritage.

Further initiatives by the government and other key actors, particularly related to natural and cultural heritage as a resource, will benefit from two long-term and nationwide value creation programmes carried out in the time period 2006–2015. The overall objective of these programmes was to test and demonstrate how cultural and natural heritage could be utilized in a sustainable manner in the promotion of local and regional development including job creation. An extensive evaluation process was carried out in parallel to the implementation of the two programmes (Box 2).

Value creation processes should be regarded as an integrated part of the work carried out by various actors responsible for the management of cultural and natural heritage. As pointed out by the Directorate for Cultural Heritage knowledge, protection, restoration, management and information about cultural heritage form the foundation for value creation (related to cultural heritage). However, according to the agency the actual "value creation" is set into practice only when all relevant

stakeholders, including land- and property-owners, planners, municipalities, authorities, the business sector and representatives of the civic society are actively involved in the development process (Directorate for Cultural Heritage 2015).

Both value creation programmes included pilot projects in different parts of Norway. In the cultural heritage programme pilot projects were implemented in eleven regions, in the natural heritage programme pilot activities were implemented in another 15 regions.

The more specific objectives – as defined by the Ministry of Environment – of the cultural heritage programme carried out in 2006–2010, were a) to promote the utilization of cultural heritage as an asset for local development including business b) to develop methods for an enhanced co-operation between various stakeholders involved in management and use of cultural heritage, and c) to disseminate information about how sustainable use of cultural heritage could contribute to regional development and business. Promotion of networking and enhancement of skills and capacities related to cultural heritage were also in focus. In practice, governmental earmarked grants and funding from other public as well as private sources were allocated to actions that promoted preservation and sustainable use of cultural heritage sites. The programme was continuously evaluated through the implementation period.

Several of the pilot projects on cultural heritage were implemented in coastal areas. For instance, in Hamningberg in northern Norway, a fishing village that unlike many other villages remained undestroyed during the last phases of the Second World War, it was necessary to guide an increasing amount of tourists in a manner that both took account of the values linked to cultural heritage, and the needs of local inhabitants. As a part of the project local handicraft traditions were enhanced when restoring buildings. Another pilot project located in the coastal regions of Nordland also invested considerable amounts in restoration of buildings. At the same time, however, the project underlined the future use of these buildings in the development of local businesses. Yet another perspective was highlighted by a pilot in the county of Møre og Romsdal, where emphasis was put on information to visitors along the “Atlantic Road”, a National Tourist Route that connects several small islands and islets providing astonishing sceneries. Of the other pilot projects some were promoting business related to industrial and maritime history, whereas others highlighted traditional means of livelihood in mountainous regions, including the values connected to landscapes affected by humans for centuries. In addition, the pros and cons of some already well-established concepts such as World Heritage Sites, as well as recently introduced approaches like regional parks, were assessed (<http://www.riksantikvaren.no/Tema/Verdiskaping>).

The cultural heritage programme produced both tangible and measurable results, and valuable experiences to be taken onboard in the future work focusing on local and regional development. For instance, more than 300 sites or individual buildings were targeted by the programme, and preserved for the future, in many cases having an active use as an ultimate aim. A total of 91 new companies were established in the programme period, and several more were able to develop their business due to the resources allocated by the programme.

In a longer time perspective, the aggregated experiences from the pilot projects clearly showed that cultural heritage sites and cultural resources constitute an important resource that should be used in a sustainable manner. The programme underlined the need to take account of cultural heritage when drafting local and regional development plans, and promoted the potential of cultural heritage in this regard. However, one of the main conclusions by the programme was that the cultural heritage sector still needs to interact much more with the regional development and business sector, and thereby find good solutions and models exploring the sustainable use of cultural heritage. Another main finding was the need to include the civic society even more in the various development processes, especially on the local level.

The value creation programme focusing on natural heritage started a few years later. Nevertheless, the programme, running from 2009 to 2013, addressed the same basic challenges; how can our joint natural heritage, and especially protected areas, be utilized in a sustainable manner when promoting local and regional development. Likewise, the programme stimulated the co-operation between different sectors and administrative levels.

Development needs of coastal and maritime regions were addressed by several of the natural heritage projects. For instance, in the region of Sognefjorden the network of protected areas forms the back-bone of nature conservation efforts, however, also demanding active management especially regarding traditional rural landscapes.

Challenges faced by local communities in mountainous areas were also addressed by a few projects, as for instance the need to maintain the remaining herds of wild reindeer, while at the same time providing new business opportunities for companies active in the tourism field. Outdoor recreation and its potential in tourism development were explored in some of the projects, and also the development of new products based on local materials, including food (<http://www.miljodirektoratet.no/no/Tema/Verneomrader/Naturarven-som-verdiskaper/>).

Box 2: Evaluations of value creation programmes in Norway

Both value creation programmes implemented in Norway have been evaluated (*Telemarksforskning 2011–2014*) and the experiences are now taken further by the various actors actively involved in the management of cultural and natural heritage. In the last summary report of the cultural heritage programme (*Telemarksforskning 2011*) the evaluators concluded that the so called quadruple-helix model would be a useful approach when promoting cultural heritage as a resource. The evaluators also underlined the importance of a holistic view, and the need to work across sectorial and administrative borders.

Another evaluation report focused more on the technical aspects of the restoration work enabled by public funding (*Norsk Kulturminnefond 2011*). The conclusion was that most of the restoration work had been carried out in a proper manner. However, there were also examples of sites where the conservation value of a specific site had been reduced because of improper restoration techniques and use of unsuitable material.

In the white paper of the government policy (*Det Kongelige Miljøverndepartementet 2013*) on the future cultural heritage, an overview of the experiences of the value creation programme on cultural heritage was presented, and some of the main challenges for the future work were identified. One of the main conclusions was that the potential of both natural and cultural heritage as a resource in local and regional development would be significantly increased if the two aspects of our joint heritage were

“developed jointly”. On the other hand, this also would require a much more in-depth co-operation between the respective authorities. The regional administrations (fylkeskommuner) have an important role in this regard; the overall responsibility of regional development obviously also includes promotion of a favorable business environment for companies, and the safeguarding of the natural and cultural capital as assets for development. Linking sustainable use of cultural heritage to overall regional strategies and programmes has proved to be a fruitful approach. Involvement of local authorities i.e. municipalities have often added credibility to the work, and triggered participation of otherwise more hesitant actors. However, the participatory approach also demands a lot; the ability to co-operate across both administrative and thematic borders. The benefits for small actors joining forces are, however, obvious.

World Heritage Sites is one specific “testing-ground” for enhancement of this type of co-operation, and entails a considerable potential especially regarding the tourism industry. As a conclusion, the government remarks that it is very challenging to quantify the benefits of cultural heritage in economic terms, although it would be important to also put numbers on these assets. The concept of ecosystem services could be useful in this regard, and for instance Nordic co-operation could provide further valuable insights. In the future, the government will continue to promote value creation from a holistic point of view, encourage regional administrations to make wise use of the available economic tools, and to visualize the various values, not only economic, that cultural heritage represents.

In 2012–2015, the Directorate for Cultural Heritage still provided some specific grants for a few of the pilot projects. However, the experiences of the development programme and the principles of value creation will in the future be integrated into the statutory tasks of the agency and the efforts carried out depend on funding from the state budget. Value creation is identified as a priority, and the Directorate for Cultural Heritage will encourage municipalities to include these aspects into their planning procedures. The agency will also actively take part in co-operation in this field, and seek strategic partnerships including both the business sector and other governmental organisations (Directorate for Cultural Heritage 2015).

The evaluation of the programme on value creation related to natural heritage (*Telemarksforskning 2014*) demonstrated some similar challenges. However, the evaluation mostly referred rather specifically to the pre-defined objectives of the programme carried out in 2009–2014. The first main objective of the programme, to increase the support for protection of the natural heritage, was according to the evaluation fulfilled. Several examples illustrating how this could be done were gathered by the pilot projects. Key concepts were *inclusion* and *visualization*. Challenges were detected in particular regarding the second main objective that focused on the relations between nature protection and the various aspects of sustainable development. For instance, it was not that easy to demonstrate how nature protection in practice could contribute to the social, cultural and economic aspects of sustainable development. Concrete examples, as illustrated by the work carried out in the World Heritage Site of Naerøfjorden, provided a good starting point.

Finally, the evaluation also demonstrated that not only the economic benefits, but all aspects of sustainable development should be taken into account. As the perhaps most important single observation, the evaluators concluded that the various pilot projects underlined the potential benefits of an increased dialogue between, on one hand, organisations responsible for management of heritage issues, and on the other hand, development organisations and other actors involved in regional development. And that the creation of meeting places or arenas for mutual interactions are essential in this regard.

3.1.4 Iceland

In May 2014 the parliament of Iceland approved a Parliamentary Resolution on a Strategic Regional Plan for the years 2014–2017 (*Icelandic Regional Development Institute 2014*). The main objectives of the plan is to create greater equality regarding work and services for everyone, to mitigate differences in living standards, and to promote sustainable development of the regions in all parts of the country. Special support will be given to regions suffering from long-term depopulation, unemployment, and heavy dependency of single industries.

3.1.5 Denmark

Regional growth initiatives in Denmark are promoted by regional growth fora (*Danish Business Authority 2016*). These fora – in total six – gather representatives of the business community, research and education, the labour market as well as local and regional authorities. Regional fora have a key role in promoting and implementing regional growth and development strategies. However, regional growth fora as such do not themselves implement the strategies; this is rather the role of municipalities and other organisations.

Apart from the regional and growth strategies, partnership agreements between the government and each growth forum are essential when prioritizing actions to be taken on the regional and local level. The partnership agreement is one major tool for the government to guarantee synergies and dialogue between the national and regional levels, and to ensure that growth actions initiated by the government are implemented in a coherent manner across regions and sectors. For instance, the development programme of coastal and nature tourism in Denmark (Chapter 3.2.) was one of the issues given priority in the partnership agreements concluded in 2014, and especially North Jutland Region has a specific responsibility for the implementation of this programme. In addition to the regional growth fora there is also a national Growth Council.

In line with several European policies and programmes for growth, the Danish government in its regional business policy underlines the importance of entrepreneurship, education and innovation. Special attention is given to promotion of social inclusion, and the development of municipalities facing specific challenges (Box 3).

Box 3: A nation-wide programme is supporting Danish municipalities facing challenges

Like in many other countries, also in Denmark there are regions that are facing considerable challenges in terms of employment, demographic changes, urbanisation etc. People tend to move to bigger cities for jobs, services and education. In late 2014, the three year programme *På Forkant* was launched in order to improve the capacity of municipalities to adapt to changes caused by this development. The programme, funded by the government, the 25 participating municipalities, KL (Local Government Denmark – a national interest organisation of the 98 Danish municipalities) and Realdania aims at improving the situation by strategic planning, networking and improved communication including transfer of best practices between the partners, and especially the municipalities taking part in the programme. The total funding in 2015–2017 amounts to about DKK 30 million (about EUR 4 million), of which about one-third is the contribution of the municipalities themselves.

A major part of the programme and the focus of each municipality taking part in *På Forkant* is the compilation of strategic plans that identify actions to be taken until 2030. As a part of the programme, an analysis of the strategic plans of the municipalities approved as of 2011 was conducted. According to the analysis, nature and cultural heritage are identified as important assets by all the municipalities, and especially in coastal areas. Nature is not only seen as a resource for the tourism industry but also an important factor contributing to the well-being of both current and potential new inhabitants. Tourism was regarded as most crucial by more than half of the municipalities, in addition to good living conditions.

The programme *På Forkant* will in 2016–2017 focus especially on the strategic plans, networking and communicating the results.

Source: Erhvervstyrelsen, KL og Realdania 2016.

3.2 The Nordic tourism and travel industry – a growth path being reinforced by governmental initiatives

The tourism and travel industry is often regarded as a sector which to a high degree relies on natural and cultural heritage as main assets, and this is also reflected in the tourism policies of the Nordic countries. Tourism and travel is also a field where the Nordic countries have certain assets unique even in a global perspective.

Tourism has considerable impacts on regional growth and employment. For instance, in the European Union about 11 million people were directly employed by the tourism industry in 2014 (5% of the total employment) and this figure is expected to grow by 1.5% on an annual basis in the next ten years (*World Travel & Tourism Council 2015*). Another key indicator of the tourism industry in 2014 demonstrates the same growth potential – the visitor exports, i.e. money spent by foreign visitors to a country, amounted to USD 466.5 billion (about EUR 415 billion) in EU28. The visitor export is expected to increase considerable by 2025.

The growing trend is obvious also in the Nordic countries. In Sweden, the turnover of the tourism industry increased by 7% in 2015 as compared to the previous year. The increase of the visitor export was even more noticeable – a growth by almost 18%, in figures meaning a total visitor export of SEK 112.6 billion (about EUR 11.7 billion) in 2015 (*Tillväxtverket 2016*). Although not as clear, the trend is similar in the other Nordic countries. For instance in Finland, the tourism industry's share of the total employment has been increasing steadily in the last ten years, and in 2014 it amounted to about 5.6% of the total employment. The growth rate as regards direct contribution to employment remained high in Finland in 2015 as compared to some other Nordic countries which reported a more modest increase (*World Travel & Tourism Council 2016*).

Natural and cultural heritage is regarded as one of the main assets when it comes to development of tourist destinations. A considerable share of the revenue generated by the tourism industry may thus be attributed to natural and cultural heritage. Some recent research has also demonstrated the impact in absolute figures. For instance, according to a survey published by ETOUR in 2014 (*Fredman and Margaryan 2014*)

nature-based tourism generates an annual sale of more than SEK 2.6 billion (appr. EUR 260 million) in Sweden. Nature-based tourism has by ETOUR been defined broadly as “human activities occurring when visiting nature areas outside the person’s ordinary neighborhood.”

The average annual sale of the nature-based companies that took part in the survey (n = 648 valid responses of a total sample of 1 821) was close to SEK 2 million (about EUR 200,000). About one third of the companies regarded themselves to be in a growth phase, and only 8% in recession. Guided activities in nature as well as accommodation were ranked as the most important businesses, whereas fishing, kayaking, canoeing and/or rafting were the most important activities i.e. water-related tourism (*figure 3*).

Figure 3: The Nordic tourism and travel industry – a growth path being reinforced by governmental initiatives

Note: Kayaking, canoeing and other water-related nature tourism activities are important in all Nordic countries, and benefit from the tradition of everyman’s rights. National parks provide recreational services and safeguard both the natural and cultural heritage.

Photo: Bo Storrånk.

Coastal and maritime tourism is according to a recent communication from the European Commission (*European Commission 2014c*) in fact the largest maritime activity in Europe, and is employing more than 3 million people. Consequently, the European Commission has proposed a number of actions to be taken by different stakeholders in order to secure the long-term competitiveness and sustainability of the sector. For instance, data gaps should be identified and addressed in order to improve planning and destination management.

Resources should also be allocated to promotion of skills and innovation for instance through ICT. As important is the need to address environmental challenges. The Commission will for instance promote ecotourism and Integrated Coastal Management. Furthermore, the Commission encourages various stakeholders to develop guidelines for minimizing impact on biodiversity, and to enhance the benefits

of recreation and tourism in protected areas. In this regard, it is especially important to make use of the financial instruments made available by the EU. Sustainable tourism is also promoted in the context of macro-regional strategies including the EUSBSR.

Due to the substantial contribution to growth and employment the Nordic governments have agreed on various policy measures to support the development of the tourism sector. In addition to concrete investments in tourism infrastructure, the governments have implemented strategic development programmes that support the growth and long-term competitiveness of the industry. These measures are especially important in rural or remote areas where tourism can provide significant additional income and employment opportunities to local inhabitants.

3.2.1 Denmark

In October 2016 a new tourism strategy for Denmark was launched (*Erhvervs- og Vækstministeriet 2016*). The aim of the strategy is to increase the number of tourist by one third until 2025. Today, the annual turnover of the industry is close to DKK 95 billion (about EUR 12.7 billion) and it employs about 115,000 people. More efficient marketing, improvement of accessibility, and more high quality tourism products are some of the foreseen means to achieve this aim. About half of the tourism industry in Denmark is directly related to coastal areas, where the natural and cultural components are of key importance when it comes to the attractiveness of the regions for both domestic and international visitors. Further investments in coastal- and nature tourism are thus one major priority according to the strategy.

Building on a growth plan for the tourism industry issued by the Danish government in early 2014 (*Government of Denmark 2014*) special emphasis has been put on the potential of the coastal regions. In the same year, the five Danish regions, financially supported by the Ministry of Business and Growth, established a foundation with the specific aim of promoting coastal- and nature tourism in Denmark. From an operational point of view the activities of the foundation are focused on two larger partnership involving main stakeholders like the industry itself, but also representatives of the regions and municipalities. The two partnerships established in 2015, one on the western coast, and the other focusing more on the Baltic Sea, have drafted mid-term strategies promoting the development of tourism destinations and new tourist products. According to the governmental growth plan the potential of coastal areas and the nature could be utilized much more. This could be achieved for instance by using state-owned area to a larger extent for tourism activities (and especially more active tourism, as the “classical” costal holiday concept needs to be updated), and by investing in infrastructure. As important is to find out effective tools for marketing of these new products.

Investments in facilities and other services related to biking and hiking are only some of the many themes promoted by the two partnerships. The partnership working in the Danish part of the Baltic Sea region for instance very much underlines the importance of so called Signature Experiences, a more holistic approach towards the products and experiences provided by the entrepreneurs. The concept, still developing, could for instance (as a model applied in Canada) be based on a strong local dimension

and a personal approach including more in-depth presentations of the local natural and cultural heritage (*Dansk Kyst- og Naturturisme 2016*).

3.2.2 Finland

In the beginning of 2015 the Finnish Ministry of Economic Affairs and Employment published a Roadmap for growth and renewal of the Finnish tourism sector (*Ministry of Economic Affairs and Employment 2015*).

Covering the time period 2015–2025 it outlines the path forward when it comes to enhancement of the tourism industry and its competitiveness in a ten-year perspective. Key success factors as identified by the strategy are the need to co-operate among a plentitude of actors, and to continue to focus on high-quality tourist products. The number of international tourists has doubled since the year 2000, and there is still a considerable growth potential as regards international visitors. Accordingly, the Roadmap highlights a number of thematic development areas, where especially the international aspect is recognized.

The means to achieve the goals defined in the Roadmap or national tourism strategy are not so much different as compared to those identified by instance the Danish counterparts. Promoting co-operation and synergies between the various stakeholders, developing new and attractive products, analyzing the impacts of marketing efforts, enhancing the accessibility for instance by investments in infrastructure, and improving the potential customers' possibilities to find and buy the offered tourist products are all actions that will increase the viability of the tourism sector. However, in the Roadmap some specific strengths and potentials not yet fully utilized are also identified. A clean nature and high level of well-being are among the strengths to be further exploited. Furthermore, in order to operationalize the goals of the Roadmap a series of pilot projects have been identified, and these will be carried out in the next few years. Combining services provided by different sectors (for instance, nature, culture and ICT) could in this context provide an added-value as compared to more traditional tourism products.

Wellbeing tourism should not automatically be understood as synonymous to wellness and health tourism. According to the model applied in Finland (*Matkailun edistämiskeskus 2005, Konu et al. 2011*) wellbeing tourism is a part of a broader concept i.e. health tourism, which consist of health/medical care tourism on one hand, and wellbeing tourism on the other hand. Wellbeing tourism is first and foremost characterized by elements of relaxation and active elements of exercises having both the physical and mental wellbeing in focus. In Finland, wellbeing tourism relies for instance on the sauna-tradition and the technological know-how, but also very much on nature-based assets like forests, clean waters, healthy food and the cultural heritage.

In 2014, Visit Finland drafted a strategy for well-being tourism in the period 2014–2018, aiming especially at international markets (*Visit Finland 2014*). Apart from qualitative objectives the strategy includes a set of quantitative aims. For instance, one aim is to increase the amount of international tourists making use of well-being services by 6% until the end of 2018. The concept of well-being is also being actively promoted

in the implementation of the Roadmap for tourism in 2015–2025 under the umbrella concept Finrelax.

Finland and especially Helsinki is an international hub when it comes to travels between Asia and Europe. However, still only a small part of the travelers stay in Finland for an additional day or two. The aim of the stopover pilot project promoted in the framework of the Finnish Roadmap for tourism is to gather the different tourism actors and promote joint marketing especially in Asia. Northern nature and culture, for instance the Northern Lights, but also the wildlife, are assets that could be utilized much more in the future.

3.2.3 *Iceland*

Tourism has a major positive impact on the economy and prosperity of Iceland. The number of tourists visiting the country has in the last few years been increasing by on average more than 20% on an annual basis, a growth rate substantially exceeding the global trends (*Ministry of Industries and Innovation & Icelandic Travel Industry Association 2015*). The impact on the economy, both from a national perspective, but also in terms of regional development is thus considerable. Since 2011, tourism has been the main driving force of economic growth in Iceland, and it has generated 8,000 new jobs in its core sector. Nature is the main tourist attraction of Iceland.

In order to further support the development of tourism in Iceland, the Ministry of Industries and Innovation, together with the Icelandic Travel Industry Association, initiated the drafting of a long-term tourism strategy for the country. As a result of an extensive participatory process involving all the major stakeholders of the tourism sector, the Road Map for Tourism in Iceland was launched in October 2015. One of the main messages of the Road Map is the need to create a solid foundation for the work ahead, and especially in a five year perspective. This can be done only in a close interaction and co-operation between all the interest groups and stakeholders of the tourism sector, a complex challenge that needs to be addressed systematically. According to the Road Map, the efforts in the time period 2015–2020 will be focused on seven main themes; coordination, providing a positive visitor experience, reliable data, nature conservation, skills and quality, increased profitability, and a better distribution of tourists. A Tourism Task Force has been set up in order to coordinate and promote the implementation of the Road Map.

As stated in the Road Map, “Nature is the main attraction driving the Icelandic tourism industry”. Consequently, several suggestions are put forward in order to safeguard this asset for the future. It is for instance necessary to strengthen the collaboration between nature conservation and tourism organisations, and to secure funding of tourist destinations owned and administered by the state. Destination management plans will be drafted for each region, and service fees, when appropriate, be considered when value added services are provided. These service charges are also expected to be used for the protection of natural and cultural heritage. Finally, so called model-sites will be developed, focusing on sites that are well-known both in Iceland and abroad.

At the moment, a majority of the international tourists is visiting regions close to the capital. One major aim of the Road map is to make sure that all regions benefit from the growth of the tourism industry. Safe and well-functioning transport systems is one prerequisite if this aim is to be achieved. Marketing of tourist products in the off-peak season, not least in regions outside the capital area, is important as well.

Tourism in Iceland has benefited a lot from the stopover concept. From early days back in the 1960ies stopover passengers have spent time in Iceland on their trips between Europe and America. According to a recent visitor survey carried out by the Icelandic Tourist Board (in the winter 2015/16), about 13.5% of the foreign tourists visited Iceland due to stopover programmes. As the total number of arrivals to Iceland was about 1.3 million, it means that more than 170,000 people visited the country mainly because of the stopover possibilities.

3.2.4 *Sweden*

In the time period 2016–2019 the Swedish Agency for Economic and Regional Growth is allocating an amount of SEK 40 million (about EUR 4 million) to initiatives that aim at improved marketing of international tourist destinations. The grants are especially intended to support the development of products and services that are based on natural and cultural heritage, and have a clear potential of attracting more international visitors. According to the tender, launched in February 2016, the development work must be carried out from a sustainable perspective, i.e. include economic, social and environmental considerations.

In 2016, the agency also initiated a strategy process, aiming at a more coherent approach when it comes to the development of nature tourism in the countryside.

3.2.5 *Norway*

In Norway, a governmental white-paper (melding til Stortinget) on the future travel and tourism policy has been foreseen for a while. The process is still ongoing, and details as presented in the paper will probably be available only in 2017.

3.3 **Summarizing the chapter**

Each of the Nordic governments has agreed on a number of strategies, action plans, development programmes and other initiatives that promote sustainable use of our natural resources, including the natural and cultural heritage, and with a perspective of enhancing regional development. A common feature of the strategies is the notion that co-operation across borders, both administrative and thematic, is necessary if viable results are to be achieved. Evaluations of the various initiatives have further verified the benefits of an enhanced co-operation between on one hand, organisations responsible for management of our heritage, and on the other hand, regional development organisations and other actors, including the business sector. Several pilot projects and

experience from areas like World Heritage Sites and Biosphere Reserves demonstrate the importance of forums for interactions between different groups of people and professions. In a global perspective the tourism and travel industry contains a considerable growth potential, which has also been highlighted by the Nordic governments. The challenge is to make the strategies work on the ground.

4. Socio-economic impacts of natural and cultural heritage

In spite of an overall acceptance of the potential of natural and cultural heritage as a resource and common good, there is still a need for good arguments that would guarantee that these assets are taken into account in decision-making processes. In general, there are not that many examples of quantitative studies, facts and figures regarding job creation, and even less examples focusing specifically on regional development. However, the evolving concept of ecosystem services may in the years to come provide much new information and arguments in this regard. Of the various business branches, the tourism and travel industry is perhaps the one with the biggest potential in terms of growth and job creation.

The increasing interest in the economic benefits of natural and cultural heritage has resulted in some exhaustive overviews of the economic benefits of our heritage. Regional development and growth has not necessarily been explicitly in focus for these overviews. Nonetheless, the challenges and potential demonstrated by the studies are relevant also from a regional development perspective. For instance, natural and cultural values may influence the attractiveness of regions and sites with regard to both peoples' and companies' willingness to move or establish themselves in new surroundings (*figure 4*).

Within the framework of the European Union, two major studies were published in 2011 and 2015, respectively. A first assessment of the overall economic benefits of the Natura 2000 network ordered by the EU Commission was published by a European research consortium led by the Institute for European Environmental Policy (IIEP) (*ten Brink et al. 2011*). A few years later, the initiative Cultural Heritage Counts for Europe provided an extensive overview of existing studies on the potential of cultural heritage on sustainable development (*Cultural Heritage Counts for Europe 2015*). In addition, several EU research projects and initiatives are providing further insights into the multifaceted aspects of ecosystem services and the benefits these are providing the society (*Box 4*).

Figure 4: Measuring socio-economic impacts of natural and cultural heritage

Note: Protected areas may have a substantial positive impact on local economies. Accessibility to natural and cultural heritage may also influence the willingness of people to move to a region, and thus contribute to regional development.

Photo: Bo Storrånk.

The overview study conducted by IIEP applied the approach of ecosystem services. Estimates of the economic values thus included a large spectrum of services, from carbon sequestration and healthy freshwater ecosystems to benefits gained via tourism and recreation. Although the estimates presented in the report were only indicative, the figures still demonstrated the magnitude of the benefits provided by ecosystems and, in this case, the network of protected areas or Natura 2000.

Box 4: European projects are mapping, assessing and communicating biodiversity values

The European Union is funding initiatives and projects that examine the status of biodiversity including the socio-economic benefits attributed to enhancing and protecting our natural heritage. Among the prioritized actions is the effort to establish a coherent system for mapping and analyzing of the status and trend of biodiversity, including ecological, social and economic aspects. The development of such an integrated system takes place within the framework of MAES (Mapping and Assessment of Ecosystems and their Services) an initiative by the European Commission to support the Member States in the efforts to map and analyze their biodiversity and ecosystems, and to integrate the results into national policies and decision making.

ESMERALDA (Enhancing ecosystem services mapping for policy and decision making) is a recently launched project funded by the Horizon 2020 research and innovation programme. The project will provide the Member States with tools and methods for mapping, assessing and communicating the status and trends of biodiversity. It will enable more thorough and evidence-based

analyses of the economic, social, and environmental benefits of biodiversity and provide decision-makers with an improved knowledge-base.

Another project funded by the EU, OpenNESS (Operationalisation of Natural Capital and Ecosystem Services) is developing and testing practical solutions for integrating natural capital and ecosystem services into decision making procedures. It also examines how the concepts of natural capital and ecosystem services could support wider EU policies in the economic, social and environmental sphere. A number of case studies in the project cover themes like sustainable urban management, management of mixed rural landscapes, integrated river basin management and coastal area management. Together with the project OPERA, the project has established an online platform (Oppla-<http://oppla.eu>) gathering the latest knowledge about nature-based solutions across Europe. The platform will be a “one stop shop” for the most recent knowledge and good practices, and provide services to a variety of user groups like business, policymakers, researchers, planners, economists and environmental NGOs.

Sources: <http://biodiversity.europa.eu/maes>, <http://www.esmeralda-project.eu>, <http://www.openness-project.eu>, <http://www.operas-project.eu>, <http://oppla.eu>

The need for a holistic approach was further underlined by the EU initiative *Cultural Heritage Counts for Europe*. Funded in 2013–2015 by the Culture Programme of the European Union, the project collected and analyzed a large number of existing evidence-based research reports and case studies concerning the impacts of cultural heritage. In its final report (*Cultural Heritage Counts for Europe 2015*) the project, involving a large amount of European actors in the cultural heritage sphere, identified four main domains where cultural heritage may function as a driver of sustainable development. The holistic *four domain approach* applied by the project included cultural, social, environmental and economic aspects.

Although the overview showed that there is an increasing interest in impact studies of cultural heritage, one main conclusion was that the research basis to ensure effective decision making is incomplete. Still, the comprehensive study also demonstrated that cultural heritage is a key component and contributor to the attractiveness of Europe’s regions, cities, towns and rural areas. Several examples described by the project revealed the potential of cultural heritage with regard to job creation, and not only regarding conservation-related activities.

The project concluded that policy makers, both on the EU level and others, should promote the collecting, managing and interpreting of data that demonstrate the impact of cultural heritage. Efforts are also needed in order to identify and disseminate good practices and to monitor trends. Special focus and recognition should be given to the positive effects of heritage to regional and local sustainable development. It is for instance important to recognize that an investment in cultural heritage does not only contribute to the cultural sphere. Investments, for instance in conservation and restoration works, may also generate benefits in the other domains such as the economic and social ones (a basis for tourist development created, unemployed people learn skills that may improve their position on the labour market, etc.)

Both of the two initiatives feed into an ongoing policy discussion about the need to quantify economic benefits of our heritage however, not overlooking the intrinsic, or cultural, social and environmental values. Identifying and assessing economic benefits may contribute to a better informed discussion among various types of stakeholders, attract funding, and provide valuable inputs to policy- and planning processes. Despite the fact that the two overviews not *per se* elaborated on the role of natural and cultural heritage in regional development and job creation, the cases and experiences referred to clearly showed that protecting and enhancing both natural and cultural heritage entail these potentials.

In the Nordic countries, similar to the overall situation in Europe, there are only a few studies and analyses that have focused on quantification of economic benefits of protected areas.

However, in addition to the overview studies demonstrating the overall potential of natural and cultural heritage including intrinsic values there is a need to develop practices and routines that clearly demonstrate the economic impact of investments in our heritage. Metsähallitus Parks and Wildlife Finland – a state-governed organization in charge of most of the protected areas in Finland – has demonstrated how the economic impact of protected areas and cultural sites can be calculated. The methodology has been incorporated into the visitor monitoring system of Metsähallitus (*Box 5*).

Box 5: Parks & Wildlife Finland is monitoring the economic impact of protected areas

Metsähallitus Parks & Wildlife Finland (www.metsa.fi/web/en) is managing most of the protected areas in Finland and has recently also taken over the management responsibility of several cultural sites of national importance. Assessing and monitoring the management effectiveness from a nature conservation point of view is an integrated part of the organisations's management system. However, various stakeholders including the government, but especially local and regional decision-makers frequently ask for arguments that would justify nature protection and investments from an economic and regional development perspective.

Since 2009, Parks & Wildlife Finland has been quantifying economic benefits associated with nature-based recreation and tourism in protected areas including activities like hiking and fishing. The applied methodology has been developed jointly by Metsähallitus and the Finnish Forest Research Institute (nowadays a part of the Natural Resource Institute Finland), and is based on the calculation of three variables; number of visits, spending of visitors, and a set of multipliers that describes how the spending is circulated and multiplied in the local economy. Originally developed for the U.S. National Park Services by Michigan State University and based on the MGM2-model, the methodology has been adjusted and updated according to the needs of Parks & Wildlife Finland. In 2015, several cultural sites were added to the list of areas being evaluated on an annual basis.

Recent statistics from 2015 showed that the total impact on jobs and income of all the 39 national parks were EUR 141.5 million and about 1,400 jobs (full-time equivalent). The biggest impact was recorded in Lapland, where for instance the impact for Pallas-Yllästunturi national park was estimated to EUR 36.5 million. On average the return of EUR 1 to the Finnish economy invested by Parks & Wildlife Finland in the hiking services is EUR 10. For protected areas close to ski-resorts the input-output ratio is even higher, i.e. EUR 14.

The concrete figures have been useful and the results of continuous monitoring of the positive impacts on the local economies have had an influence on policy making processes. In addition, the statistics can be used when making comparisons both within and between the regions in Finland.

However, as also pointed out by Parks & Wildlife Finland, a more broad understanding of the benefits of protected areas would also require measurement of many other ecosystem services, including the effects on human well-being and health.

Sources: Kajala 2010. Metsähallitus Parks & Wildlife Finland 2016.

In 2005, a study by SEPA evaluated the impact of governmental funds allocated to management of protected area and especially the effects on regional and local development including job creation (*Swedish Environmental Protection Agency 2005*). In the study some rather direct impacts could be detected related to protected areas, but much of the effects were relevant to the utilization of nature in more general terms. For instance, promotion of recreational fishing and hunting usually takes place outside protected areas, and especially foreign visitors do not necessarily differentiate between these special areas and other natural areas.

Protected areas could according to the study often add to the attractiveness of a region for individual citizens but also when it comes to the willingness of companies to establish themselves on a specific site. Entrepreneurs investing in, for instance, ecotourism appreciate the predictability regarding protected areas, both regarding the fact that the areas will remain untouched by, for instance, infrastructure projects, and that they had better opportunities to become involved in the management of the areas. In practise, the average visitor often demanded more than just beautiful sceneries i.e. the visitors also appreciated services like accommodation, sign posts, well-managed trails etc.

Direct effects of protected areas related, for instance, to the employment of local people as staff taking care of the areas. Several of the County Administrative Boards in charge of the management would have preferred to employ local people and thereby increase the acceptance of protected areas among the habitants (as establishment of protected areas usually always mean some type of restrictions in land use and other rights). More indirect effects related to the protected areas – or natural areas in general – as a resource for local people; the possibility to establish companies making use of the special areas or assets, and benefiting from the service demand of the visitors. Investments in protected areas could sometimes result in funds to be allocated also from other sources like various EU programmes or national funding allocated to regional development.

The overall conclusion of the study by SEPA was that protected areas contribute to regional development. However, concrete facts and figures about the benefits of protected areas were usually lacking, and even contradicting views about the actual potential and impact of natural heritage and protected areas was presented in at least one case.

Much of the interest regarding economic benefits of natural heritage has been focusing on ecosystem services. In the cultural heritage field, the same type of approach has not yet been applied although the possibility of conducting evaluations of the values of cultural heritage in a partly similar manner has been highlighted (*Nordic Council of Ministers 2015*).

The value of culture, or cultural heritage, could also be assessed by measuring the direct and indirect effects on local economies including jobs, revenues of companies etc. Impacts could be calculated for instance regarding renovation of cultural sites and the opening of these for visitors, as well as the multiplier effects of arranging festivals and other cultural events. The effects are as diverse as the sites to be evaluated, and various estimation methods have been applied.

In a study funded by the Research Council of Norway (*Bowitz and Ibenholt 2009*) both direct and indirect economic effects of investments in culture were calculated. Direct effects are effects of a project itself, and may be measured in sales, value added or employment. According to the authors of the study, sales numbers should be used with caution as these often tend to be overestimated and difficult to interpret. Indirect effects are for instance input-output effects (deliveries of goods and services from the local community), multiplier effects (higher local revenues resulting in an increased demand of local goods and services), acceleration effects (in the investment phase), and ancillary spending (spending of visitors in the vicinity of the visited sites – on food, accommodation, etc. services). *Gravitation* is an important type of effect, i.e. processes that make a region more appealing to live in, or attract companies. These gravitation effects are often difficult to quantify, and in order to detect any significant trends the phenomenon has to be monitored for longer time periods.

The study also underlined the importance of effects that are not measurable in economic terms, as for instance measures that enhance the identity of habitants in a specific region. Likewise, different type of counteracting effects should be considered, like the cost of wear and tear, and the need for investments in infrastructure. To conclude, the authors were critical towards some of the simplified interpretations of economic impact studies, but still argued that such studies are needed. However, these studies should take account of all effects, both positive and negative effects on regional economies, include comparative analyses (i.e. what would have been the effects of alternative investments), and also explicitly specify the type of financing allocated to the project under consideration. In a specific case study of the town of Røros, a World Heritage Site, the authors were able to apply some of the principles above and to calculate the economic impact of cultural heritage as a share of the total employment (*Box 6*).

Box 6: Cultural heritage creates jobs in the World heritage town of Røros

Cultural heritage may contribute to the economic prosperity of a site or region. However, it is not always that easy to calculate the actual potential and economic impact of investments in cultural heritage. In the town of Røros, northern Norway, known for its built heritage, a study carried out by ECON in 2006–2007 (ECON – Pöyry Group 2008) was able to provide some real estimates of the role of the local cultural heritage in terms of job creation. The study also focused on the importance of cultural heritage as a factor attracting people to stay in the region. According to the study, about 60% of the tourists visited Røros because of the town's cultural heritage. In addition, around 40% of guests attending conferences stayed in Røros due to the cultural heritage of the town. Obviously, the visitors required a lot of services including food and accommodation. In 2005, the total number of people employed as a result of the visitors staying in Røros amounted to 209, which amounted to seven per cent of the total workforce. Interestingly, on the basis of interviews also seven percent of the visitors

accounted for as “cultural visitors” concluded that Røros being a World Heritage Site was the main reason for the visit, i.e. the employment effect generated by the status of a globally recognised cultural heritage site amounted to about ½ per cent. In the same study the benefits of state subsidies for management and maintenance of cultural site was also calculated, but on the other hand the same effect would probably have been caused by any state subsidy.

Young people were asked about factors having the biggest influence on their willingness to stay in the region, and guarantees of having a job in the future was regarded as the most important factor. An appealing cultural heritage on the other hand did not appear to have any larger influence on this willingness; neither did the occurrence of cultural sites have any bigger influence on the preparedness of people moving to Røros. In addition, the study did not reveal that the inhabitants would have developed a higher degree of local identity due to the occurrence of valuable cultural sites. One conclusion of the study was, however, that it would be difficult to apply the findings from Røros to other places as the cultural heritage of the town is very specific. For instance, local investments in cultural heritage has for a long time been a kind of state-of-the art in Røros whereas similar efforts elsewhere very well could boost local societies to make wise use of their heritage. Another conclusion was that the value creation in the case of Røros was perhaps not that significant. In other places, facing critical economic situations, the role of cultural heritage as an asset could be even decisive in terms of employment and economic impact. In any case, in order to really make a difference (with regard to economic impact) the authors of the study concluded that the local cultural heritage must be able to attract visitors and inhabitants from other places, and also contribute to the export of local products.

Sources: ECON – Pöyry Group. 2008, Bowitz, E. and Ibenholt, K. 2009.

A rather similar methodological approach was more recently applied in a Danish study focusing on the added-value of cultural heritage or valuable buildings in terms of market values, housing prices and impact on tourism revenues (Realdania 2015).

In Denmark, the most valuable buildings have been listed by governmental agencies in order to guarantee proper management that also includes the needs of the owners. Since recently there has been no real estimate of the economic added-value of listed buildings i.e. buildings entailing a higher value than average from the cultural heritage point of view. In 2015, the consultancy Incentive supported by Dansk Bygningsarv A/S presented the results of a study commissioned by Realdania (www.realdania.dk) – a large non-profit organization focusing its financial assets on preservation of the built heritage and development of local communities in Denmark. The study clearly demonstrated that listed buildings – apart from the obvious values to their inhabitants and people living nearby or visiting the neighborhoods – also bring a considerable added-value to the housing market.

On the basis of statistics covering more than 1 million home sales during a time period starting in 1992, and focusing on single-family houses and owner-occupied flats (holiday homes not included), the study was able to put numbers on people's willingness to pay more for living in, or next door to buildings rated as highly valuable. For instance, single-family houses classified as preservation-worthy were on average sold for an 18% higher price per square meter. The added-value was even higher – 30% – if only houses with the highest preservation values were included in the comparison. Similarly, the prices on non-classified buildings were higher in the vicinity of buildings

with high preservation values, the figures ranging from one percent higher sales prices in areas with only a few classified buildings to 13% higher prices in areas with more than 15% of the building stock (of similar dwellings) having a high SAVE-value.

The study included several comprehensive cases including the town of Ribe, a town in the western part of Jutland. It was clearly demonstrated that a majority of tourists visited the town due to its cultural or built heritage, and that the economic impact of the visitors was considerable in term of job creation. On average, 2/3 of the overnight stays in Ribe could be attributed to the built heritage. Using statistics from the spending of tourists visiting southern Jutland, it was possible to estimate the total additional revenues due to built heritage. The study ended up with an annual estimate of DKK 92 million (appr. EUR 12.3 million) for Ribe, resulting in 136 new jobs due to the increased revenues from tourists visiting the town because of the built heritage.

A similar study about the effects of natural amenities like open spaces, parks and recreational areas on the housing prices in the Helsinki metropolitan area was published in 2015 (Lönnqvist 2015). The study confirmed positive price effects of green spaces and also indicated that architectural quality has an influence on the prices of flats.

Another, and more practical approach of estimating the economic values of cultural heritage, was presented by Rambøll Management Consulting (*Riksantikvaren og Norsk kulturminnefond 2012*). In an overview supporting the implementation of the Norwegian value creation programme, the consultant outlined a few circumstances that could contribute to better utilization of the economic potential of cultural heritage. Firstly, cultural heritage could provide a competitive advantage of the tourism and travel industry, if the marketing is focused on segments (i.e. groups of people) that are willing to pay more than average for their services. Secondly, there are several benefits of networking between individual companies; a single cultural site may not be sufficient to attract visitors, but as a part of a network of cultural sites, it may become more interesting. Investments in infrastructure and marketing require resources, and by joining forces more cost-effective solutions could be found. The possibilities to receive grants for various development activities may be enhanced if companies are networking and acting jointly. Thirdly, any successful company needs to invest in competence, skill and marketing. Finally, it is crucial that the very base for running the business, i.e. the cultural heritage is well managed and maintained for the future. Active use is often a prerequisite if the site is to be maintained in a longer time perspective.

In addition, the overview pointed out some other essential aspects of cultural heritage as a resource; public investments in cultural heritage and business development often triggered other investments as well (the multiplier coefficient was 2.5 in the pilot projects studied). Furthermore, there are indications that the market value of buildings and sites representing considerable cultural heritage values could be higher than average.

With a few exemptions only a small number of studies seem to have had the role of natural and cultural heritage as a resource for regional development as an actual starting point. One rather comprehensive study specifically focusing on cultural heritage and regional growth was published already in 2002. In the study, commissioned by the Swedish National Cultural Board and carried out by a research

team at the Centre for Regional Science at Umeå University, Sweden (*Weissglas et al. 2002*), the team concluded that the role and potential of cultural heritage preferably should be communicated to decision-makers and other sectors using the same “language” i.e. arguments that also include socio-economic aspects. However, there is consequently a considerable need to develop methods that assess the socio-economic impact of investments in cultural heritage including the complex relations between natural heritage and regional growth. In addition, the research team recommended that the potential of cultural heritage should be communicated to various research communities, co-operation between the regional development sector and research to be enhanced, and the overall knowledge about cultural heritage as a resource for regional development to be improved.

Some more recent studies, also conducted in Sweden, have focused on the impact of natural amenities (open spaces, protected forest areas, waterscapes and alike) on regional development and housing prices (*Nilsson 2013, 2014*). Several overview studies, as also referred to by Nilsson, show that natural amenities have a significant influence on both peoples’ and companies’ decisions on migration and localization of their businesses. Spatial analyses based on information contained in a geographical database about single-family homes sales in a regional housing market in Sweden confirmed previous findings and showed that open landscape amenities are important with regard to urban house prices (*Nilsson 2013*). These assets, in the study represented by various protected areas, are valued higher in areas where open areas are scarce and indicate the need for viable land use management decisions.

Furthermore, the role of cultural heritage in attracting skilled people to a specific region may be considerable. For instance, a recent study of the situation in Sweden (*Backman and Nilsson 2016*) indicates that cultural heritage forms a substantial place-based resource with a potential to improve regional attractiveness.

Although there are only a few studies and overviews that have been able to quantify, at least broadly, the economic impact, or value added, of both natural and cultural heritage, there seems to be an ever growing call for studies addressing these questions. Regarding natural heritage, the concept of ecosystem services has boosted the ongoing discussion and triggered new initiatives both on national and international levels.

As illustrated for instance by a recent overview about the benefits of marine protected areas in Europe (*Russi et al. 2016*), future analyses and policy discussions could probably at the moment benefit a lot from specific case studies or narratives. Examples of good practices could help to further demonstrate the potential of natural and cultural heritage as a growth factor and inspire transfer of knowledge, new ideas and concepts.

4.1 Summarizing the chapter

It is difficult to estimate the value of the natural and cultural heritage in monetary terms. And often such attempts are not even justified due to the intrinsic values of our joint heritage. However, in some cases a monetary evaluation of the values related to natural and cultural heritage may be beneficial and provide information that could stimulate balanced discussions about the options at hand, for instance regarding future land use and allocation of both public and private funding. The concept of ecosystem services is only emerging but has proved to be useful in this regard, in parallel to valuation methods focusing especially on cultural heritage.

5. Regional development and job creation – Nordic examples of best practices

Creating new jobs is a challenge in all Nordic countries. The task is as relevant in growing metropolitan areas as in more remote regions. Nevertheless, urban regions often display a wider array of opportunities including a more advantageous starting point from a demographic point of view. Regions on the fringe, or regions not including large urban conglomerations, use the same assets as other regions when it comes to attracting both people and companies (well-functioning infrastructure, easy access to health services and education, affordable housing prices etc.). However, regions displaying a rich natural and cultural heritage may use these assets to a larger extent when it comes to creating new jobs, especially in the travel and tourism business. National parks and other protected areas are important “brands” that attract visitors from all over the globe. A well-managed cultural heritage provides the same opportunities. Safeguarding these assets is a prerequisite for development. It is also crucial to involve local communities and the actual beneficiaries of these assets in the development processes.

The project has described four examples of Nordic best practices that demonstrate the involvement of entrepreneurs in regional development and the use of natural and cultural heritage as a base for job creation. In addition, the examples indicate the significance of a broader approach to regional development by including different aspects of human health and well-being, social inclusion and local identity. Moreover, the examples clearly show the benefits of networking and broadening the views across geographical barriers and sectors.

5.1 Green Care contributes to social inclusion

Small farms and enterprises in the countryside often need to diversify their activities in order to be competitive in the long run. Consequently, much effort is invested by the European Union and national governments in actions that promote broadening of business undertakings in rural regions. New business opportunities may be created for instance by combining various types of entrepreneurial endeavors based on tourism, organic farming and preservation of the natural as well as the cultural heritage. Investments in nature tourism are today contributing to the diversification of local economies all over Europe. However, growth opportunities are also emerging due to an

increased demand of services focusing especially on human health and well-being including vulnerable groups of people.

The positive impact of nature on human well-being has been demonstrated in several cases (for a recent overview of European cases – see <http://www.ieep.eu/work-areas/biodiversity/valuing-biodiversity-and-ecosystem-services/2016/03/health-and-social-benefits-of-nature-workshop-outcomes>). Challenges partly caused by an increased urbanization and demographic changes i.e. an ageing population are some of the factors triggering the development of new and cost-effective services to people with special needs. *Green Care* is a nature-based concept that has evolved especially in the last decade. The development of the concept started especially in The Netherlands, Norway, Great Britain and Italy. It includes a broad array of activities that promotes both physical and mental well-being using nature and natural environments as means to achieve the intended benefits. Health and social services are provided especially to various groups of vulnerable or otherwise socially excluded people.

Figure 5: Green Care contributes to social inclusion

Note: The Green Care concept includes an active element of care and interaction with nature. Companies providing Green Care services, and especially in the countryside, may benefit from the concept in the form of new business opportunities.

Photo: Ylitalon toiminta- ja terapiatalli. Source: Green Care Finland ry.

Green Care includes an active element of care and interaction with the nature including plants and animals (*Sempik et al. 2010, Soini et al. 2011*). Often, but not always, Green Care contains therapeutic aims. The concept includes a wide range of activities like, for instance, animal-assisted therapy and therapeutic horticulture (*figure 5*). A distinction is thus made between Green Care on one hand and ordinary outdoor activities on the other hand, like skiing, hiking, fishing and bird-watching. Farms and their natural surroundings are often utilized in Green Care activities, but also gardens and urban open spaces may be suitable for these purposes. Social aspects and long-term benefits to the society are essential. Companies providing Green Care services, and especially in the countryside, may benefit from the concept in the form of new business opportunities.

In the Nordic countries the Green Care as an idea has been developed and used in various settings (*Berget et al. 2012*). The approach applied in Norway, called *In på tunet*, is primarily referring to welfare services provided at farms. Green Care farms are actively used for farming, forestry or gardening, and services are offered to children and youth as well as people with special needs (addiction, disability, mental health, dementia etc.). Refugees and immigrants are another target group. Schools and day care services for people with psychiatric disorders are some of the main customers. In Sweden, the Green Care approach has been applied for instance by private enterprises offering health and social services to municipalities.

5.1.1 *The Green Care network in Finland*

Green Care has been on the agenda in Finland especially as of 2010, when the national network Green Care Finland was established in the form of an association (<http://www.gcfinland.fi/>). Since then also two regional associations, gathering interest groups from various sectors and professions, have been established. Public funding was crucial in the first stage of establishing the network. Especially the Finnish Innovation Fund SITRA provided support in the initial efforts to define and introduce the new concept. An early engagement of regional actors, much due to project funding, was also essential in the start-up phase.

Already in the very beginning the Green Care concept was defined rather broadly. Allowing many different interest groups and professions to take part in the development and implementation of the Green Care concept has in general been regarded as a success factor as pointed out by *Anja Yli-Viikari*, Natural Resources Institute Finland (Luke). A solid ground for innovative thinking was created by offering meeting places for people with different professional backgrounds. On the other hand, this kind of co-operation also demanded much more in terms of time and resources allocated to the work. As a result of the comprehensive approach Green Care in Finland includes a wider array of activities as compared to many other countries, where the main focus still often is on farm related activities. (Green Care activities are often located at farms also in Finland, but anywhere in the nature as well, and both in urban and rural areas).

The health care system in Finland is at the moment being reformed. Like the situation in many other Nordic countries the allocation of public resources to health care is being intensely discussed, meaning that there is a need for new and viable solutions. An increasing offer of nature-based solutions with regard to health and well-being, including services produced by private enterprises, may provide some of these solutions. In addition, the structural changes of the agricultural sector are continuing. The ongoing change, however, could also unlock new opportunities for enterprises that focus more on providing memorable experiences and niche-products. Also Green Care enterprises may benefit from the demand of such services.

There are several challenges in the implementation of Green Care in Finland. The complexity of the concept, and need for education, as well as product development, are being addressed by several projects and initiatives, and partly funded by the European Union. However, as also stressed by Yli-Viikari, it is important to apply a holistic approach towards Green Care; improving the conditions for enterprises is important, but the public sector, as well as the so called third-sector i.e. the civic society, will continue to have an important role to play.

5.2 Northern pilgrim routes strengthen local co-operation and identity

Ancient pilgrim routes are revitalized all over Europe in order to provide unique experiences to modern travelers. In the Middle Ages, the town of Trondheim, Norway, was the end destination of the most important pilgrim route of Northern Europe. The sacred remains of the Norwegian king Olav II Haraldsson attracted pilgrims from both continental Europe and northern regions to the Cathedral of Nidaros, today still one of the main landmarks of Trondheim (*Rumar 1997*).

Figure 6: Northern pilgrim routes strengthen local co-operation and identity

Note: New pilgrim routes are being developed in the Nordic countries, and some of them include waterway transports. Sustainability, including the interaction between local communities, companies, and other groups, is a key element when developing the routes.

Photo: Bo Storrånk.

Olav, born in 995, was elected king of whole Norway in his early twenties. For more than a decade, he worked hard to establish Christianity in the emerging kingdom. However, his Norwegian enemies made an alliance with the Danish king and Olav had to flee the country. After a couple of years in Russia, he decided to return to Norway and reclaim the throne. Olav gathered a small army and via present day Sweden, landing on the shore of the Bothnian Bay, he crossed the mountain range dividing the two countries. He arrived with his army in Stiklestad, a place outside Trondheim. A battle followed in late July 1030, and Olav was killed. Shortly after the battle people started to regard Olav as a sacred man. One year after the battle at Stiklestad the remains of Olav were placed in a church in Trondheim, and king Olav was canonised, i.e. declared a saint. The pilgrimages to the place of the relics started soon thereafter.

Throughout the Middle Ages Trondheim or Nidaros attracted pilgrims from all over Europe. Many travelled by the sea. Often the pilgrims also used the more dangerous route via Dovre mountains. The fate of king Olav was remembered all over the northern regions for centuries. For instance, in the 15th century a fortress called Olofsborg (the castle of Olav), was established as a stronghold against the Russians, and the saint has given name to more than 500 churches. Pilgrimages were banned after the reformation of the church in the 16th century. However, the tradition of pilgrimages was never totally forgotten, and in the latter half of the twentieth century many of the ancient

routes leading to Trondheim were revitalized. Today, more than 5,000 km of marked routes is included in the route system, offering modern travelers or pilgrims an opportunity to experience the scenery and cultural heritage on their paths to Trondheim (<http://pilegrimsleden.no>).

5.2.1 *St:Olavs Waterway being established as a pilgrimage route between Finland and Sweden*

Pilgrims travelled to Trondheim also from the eastern part of the Swedish kingdom, i.e. from Finland. However, there was one element adding to the challenges of the travelers; they had to make the journey over the sea. Almost five centuries after the ban of the pilgrimages, the idea of revitalizing the eastern parts of the pilgrimage routes was put forward by a group of people in the archipelago of Åboland. Following the examples from other routes in Scandinavia, the intention is to make use of the ancient pilgrimage routes in today's tourism development. In 2016, by the support of EU and its Central Baltic programme, a three-year project started involving municipalities, non-governmental organisations as well as tourist entrepreneurs. The main aim of the project St:Olavs Waterway (www.st-olav.com) is to provide local entrepreneurs along the route new possibilities to develop their business, and at the same time raise awareness about the cultural heritage of the region. When established, the route will go from the city of Åbo (Turku) on the mainland, via the archipelago, including Kökar and Sottunga, and continue to the mainland of Åland. From there it will be possible to follow the route across the sea to Sweden, and connect to the many routes leading to Trondheim.

Nina Söderlund, Project Manager of St:Olavs Waterway, points out some of the main objectives of the project: to increase the number of visitors in the off-peak season, and to attract new types of visitors to the region. A number of activities will be carried out that all aim at an improvement of the conditions for co-operation among the tourist entrepreneurs. For example, using the capacity of all service providers efficiently by new on-line tools, and thus also improving the quality of services to the people using the route now being established. The most important key to success is a bottom-up perspective when developing the co-operation between entrepreneurs and all other interest groups, including the local people. The project is providing forums for interactions between the entrepreneurs and also investing in capacity-building and exchange of information. It is also important to already in the beginning of the development work achieve a high quality of the products that are being offered along the route. For instance, the travelers, mostly hiking but also cycling, need proper guiding about the route and the different alternatives when it comes to accommodation, food and other services (*figure 6*).

Söderlund also underlines the sustainability aspects of the new route being established. The natural environment of the archipelago is fragile, and any development effort needs to take this into account. Using existing paths and small roads is helpful in this regard. Travelling by boat, including sailing boat, is another aspect of sustainability. Besides being an environmentally friendly alternative this type of transportation also could contribute to the maintenance of a heritage typical of the

region, i.e. a special type of boat called *storbåt*. The travelers will be offered guided tours by local entrepreneurs, and the cultural heritage of the region will be one main part of the stories to be communicated on the route.

5.3 Watching big animals provide new business opportunities

Different forms of tourism, such as wildlife tourism, may contribute significantly to the economic and social development of local communities. Since the early 1990ies wildlife tourism has been a growing tourism branch in the Nordic countries. For instance, at the moment more than 50 small companies are providing wildlife watching services in Finland, especially in the eastern and northern parts of the country. Other examples of wildlife tourism include, for instance, whale-watching in Norway and Iceland, and bird-watching in all Nordic countries.

Wildlife tourism is a tourism branch based on the interaction between humans and non-domesticated animals (*Higginbottom 2004*). Various aspects have been considered when classifying wildlife tourism include confinement (whether an animal is observed in the wild or in some type of enclosure), and the degree of intention, i.e. whether the main purpose of the traveler is to experience wildlife or if the wildlife experiences only form a part of the package.

Wildlife watching is often regarded as a more specific type of wildlife tourism. It is by definition focusing on the observation of animals in the wild, and it often includes nature photography. Sometimes wildlife tourism may be closely related to, but not identical to different forms of adventure tourism, eco-tourism or nature-based tourism. Inclusion of cultural heritage aspects into product packages relying on wildlife and wildlife watching has even further diversified the concept. In recent years sustainability aspects have become more pronounced in all type of tourism, including wildlife watching.

Figure 7: Watching big animals provide new business opportunities

Note: Wildlife watching is a type of nature tourism that attracts visitors to the Nordic countries. In Kainuu in Eastern Finland, close to the Russian border, local companies provide photographers and other nature-lovers possibilities to watch brown bear and other big predators.

Photo: Riku Lumiaro/Image bank of the Finnish Environmental Administration.

Especially in remote rural areas wildlife watching is often regarded as a business branch demonstrating a considerable growth potential. According to a survey carried out in Finland in 2012 (*Järveluoma 2014*) most of the enterprises providing services directly related to wildlife watching were expecting a growth in the product demand in the years to come. At that time, the average income per customer was estimated at EUR 278 (of those answering the questionnaire). The total turnover of the 20 companies that participated in the survey was estimated at a bit more than 2 million EUR out of which EUR 1.4 million was generated by wildlife watching. At the time of the survey most of the customers were coming from abroad (63%). This trend was likely to continue, and especially the number of visitors from Asia and Russia was expected to grow. More than half of the customers indicated photography as their main interest, and for almost 80% wildlife watching was the main reason for travelling.

5.3.1 *Enterprises networking in marketing and safeguarding the nature-based assets of their business*

The big predators of the North (wolf, bear, lynx, wolverine) are all quite rare. However, many of the populations are still viable. Especially along the eastern border of Finland several small companies have specialized in offering services to people interesting in wildlife watching. Of the four big predators especially the brown bear (*figure 7*) and

wolverine attract nature-lovers from all over the world. In order to secure the long-term competitiveness and high quality of the services offered there is, however, a need to establish well-functioning networks among the companies active in this field. It is, for instance, necessary to make sure that environmental considerations are included in the product packages and that the very foundation of the business is not jeopardized.

In the region of Kainuu in Eastern Finland, close to the Russian border, a few small companies have since the beginning of this century offered services to photographers interested in animals like the wolf, bear, lynx and wolverine. From a hide located in the wilderness, and by the help of carcasses specifically used for attracting the animals, both professional and amateur photographers have been able to observe and take photos not disturbing the animals being observed. Since the start of the business, the activity has been growing steadily and now includes more than ten companies providing various services including both shorter and longer stays at the hides. Nowadays two main types of customer can be identified; professional or experienced photographers and ordinary citizens interested in observing wildlife.

The nature tourism entrepreneurs realized early the benefits of networking and co-operation. Via their association, partly funded by the municipalities of Kuhmo and Suomussalmi, the entrepreneurs have established the marketing brand or banner WildTaiga (*WildTaiga 2016*). Today it includes more than 60 companies providing accommodation, guided tours focusing on both natural and cultural heritage, packages related to well-being, and other nature- and culture-based services.

According to *Jaana Keränen*, Sales Manager at WildTaiga, the networking and joint marketing of the region has been a pre-condition for the growth in the past years. Most of the companies that have joined the network are small family enterprises with a limited capacity to invest in international marketing on their own. Networking also enables co-operation on the practical level with regard to the capacity of the service providers. For instance, by developing the same type of product packages peaks in the visitor flow can be managed more smoothly. Training and capacity-building is also more easily carried out utilizing the existing network of entrepreneurs.

Another success factor is the combination of tourism products related to both natural and cultural heritage. In Kainuu and neighbouring regions both sites and traditions related to the mythology of Kalevala, the Finnish national epos, provide inspiration and material for development of tourism products. Historical places referring to the Second World War and especially the Winter War 1939–1940 also attract the interest of both domestic and international visitors.

WildTaiga regards the stopover concept as one additional possibility to attract tourists to the region. It is possible to access the region from Helsinki by flight on a regular basis, and especially visitors from Asia have been targeted by the organization's marketing efforts. Focusing on international tourists is also well in line with the long-term tourism strategy of Kainuu, and support the implementation of the regional strategy of Kainuu (*Kainuun liitto 2015*).

5.4 World Heritage Sites offer arenas for business development and dialogue

World Heritage Sites (WHSs), designated by UNESCO, do not only offer a foundation for sustainable tourism development. They may also add a new dimension to local people's understanding and appreciation of their daily living environment.

The High Coast-Kvarken Archipelago is a joint WHS located between Sweden and Finland, on two opposite sides of the Gulf of Bothnia. The High Coast was adopted on the WHS-list as early as 2000, whereas Kvarken Archipelago was included on the list in 2006 (UNESCO 2016b). Several Ice Ages have brushed the region over the past 2–3 million years. Since the retreat of the ice 18,000 years ago, marking the ending of the last Ice Age, the land has elevated more than 800 meters. The land uplift is one of the main phenomena that have justified the designation of the site. Nowadays, the uplift is about 8–9 mm on an annual basis, that is, well detectable in an average lifetime. The uplift, and other geological processes, has shaped the region and laid the foundation for its current geological as well as biological diversity. The retreat of the ice sheet formed a variety of post-glacial formations, like De Geer moraines, a specific feature of the Kvarken Archipelago. The High Coast, on the other hand, is known for its high islands and steep shores, characteristics very different as compared to its eastern counterpart that displays totally contrasting features – shallow waters and big boulders.

Figure 8: World heritage sites offer arenas for business co-operation and dialogue

Note: World Heritage Sites, like the High Coast-Kvarken Archipelago, offer good opportunities to develop sustainable tourism that relies on a rich natural and cultural heritage.

Photo: Olli Breilin.

The High Coast-Kvarken Archipelago is also known for a rich cultural heritage (*figure 8*). Maintaining traditional land use forms, preserving the built heritage linked to the fishing communities, and documenting traditions like seal hunting, form the basis for displaying the rich history of the region. In order to safeguard both the natural and cultural heritage, several protection schemes have been implemented, including Natura 2000. At the same time, a solid foundation has been set for the sustainable use of the WHSs as an asset in tourist development and as a resource for local people. Active use of the resources is sometimes even a prerequisite if the natural and cultural values are to be maintained.

5.4.1 Co-operation and strategic planning as success factors

Co-operation is a necessity. Already before the designation of Kvarken Archipelago as a World Heritage Site the organization responsible for the management of the state-owned protected areas in Finland – Metsähallitus Parks and Wildlife Finland – initiated its co-operation with local entrepreneurs. Using a contract scheme developed especially for the co-operation between Metsähallitus and local enterprises, the conditions for carrying out sustainable tourism activities on state-owned land and waters were improved. For instance, entrepreneurs pay nowadays a small fee for using fire-places and other type of infrastructure located on areas managed by Metsähallitus. On the other hand, the entrepreneurs also have the possibility to give Metsähallitus annual feed-back on the quality of the organisations' services, and in that manner contribute to better planning of the work. Besides, Metsähallitus arranges trainings for the entrepreneurs, mostly for those active in nature-tourism, and make sure that relevant information about the organizations' activities are communicated to the local entrepreneurs.

The work in the nature-tourism field was boosted in the beginning of the 21st century when the World Heritage Site as one of its first concrete activities started to train nature guides specialized in informing about the WHS, its nature, geology, history and local traditions. Since then, the number of nature guides has been rather constant, although the demand for such services has slightly increased. Recently, especially bigger enterprises working on a global market, but located in the Vaasa-region, have found it useful to use the services provided by the specialized tour guides. However, most of the services used by the companies when visiting the archipelago are related to accommodation and food.

In a historical perspective, the Kvarken Archipelago has not been any major tourist destination, but there is a considerable potential in this regard. According to *Kari Hallantie*, working at Metsähallitus (in 2016 as World Heritage Co-ordinator), and actively involved in the nature conservation work of the Kvarken Archipelago, a future increase in the amount of visitors, as anticipated by the WHS, also means that the tourism infrastructure has to be in place. Pathways, boating facilities and other services must be maintained in order to make sure that both people from outside the regions and the local inhabitants are able to enjoy the sceneries safely and without jeopardizing its natural and cultural heritage. Securing a sufficient quality of the infrastructure is also

one main expectation of the local entrepreneurs. In an archipelago, access to accommodation, transport, food and other services is sometimes more difficult to arrange as compared to the mainland.

In order to develop the region and the World Heritage Site in a long-term perspective, the municipalities and Metsähallitus have come together in an association – Världsarvet i Kvarken r.f. (<http://www.kvarken.fi/>) – that especially promote the marketing of the WHS to visitors outside the region. Considerable marketing efforts are also carried out by VisitVaasa. EU-funded cross-border programmes and projects, like Interreg programmes, have also been important facilitators with regard to both capacity-building, networking among entrepreneurs and marketing efforts.

The Kvarken Archipelago World Heritage Council is another forum for interaction between the different interest groups of the region. In its development strategy for 2016–2025 (*Kvarken Archipelago World Heritage Council 2016*), the Council has addressed some of the challenges as indicated above and identified four major priorities for the work ahead: a) Services for visitors; b) World Heritage tourism and marketing; c) Co-operation between operators, and d) Dialogue, understanding, and awareness. The Council has also formulated a vision for the years to come: “The Kvarken Archipelago World Heritage Site offers unique experiences, an attractive living environment, and new jobs”. Dialogue, partnership and efficiency are key principles in the work of the Council. Pooling resources in creative ways, encouraging different parties to engage in co-operation, including the local residents, are some of the guiding approaches and underlined by the Council when implementing its long-term strategy and action plan.

Hallantie is adding one more aspect if the High Coast/Kvarken Archipelago WHS is to remain a successful contributor to the development of the region also in the future: the very foundation of the unique values, i.e. the natural and cultural heritage, must be both protected and used wisely.

6. Conclusions and recommendations

The project *Nature-based solutions for regional growth* has compiled an overview of recent policies and programmes that support the sustainable use of natural and cultural heritage as a resource in regional development and job creation. In addition, the project has looked into a number of overviews, case-studies, examples of good practices, as well as research projects that focus on the assessment of natural and cultural heritage as an asset from a regional development perspective.

The project has compiled a few conclusions and recommendations on the basis of desk research, a Nordic workshop held in Helsinki, and a concluding meeting in Roskilde in November 2016. Two main aspects of the project are highlighted:

- A. Implementation of national and regional strategies that enhance growth and job creation based on natural and cultural heritage.
- B. Assessment of the potential of natural and cultural heritage as a resource from a regional development perspective.

6.1 (A) Implementing national and regional strategies that enhance growth and job creation

The Nordic countries have all agreed on national policies and strategies that pinpoint the importance of natural resources and ecosystem services as resources in regional development and job creation. Natural and cultural heritage, defined as various features of biodiversity, landscapes and cultural sites including the built heritage, form inseparable components of these overall assets. Governmental policies, ranging from national guidelines and decisions in principle to more sector-specific programmes and initiatives, are being further materialized in mid-term regional strategies for growth and employment. Municipalities, local communities and entrepreneurs are carrying out concrete actions in order to enhance sustainable use of our heritage, including safeguarding of economic, social, cultural and environmental values.

Public funding, including allocations from the European Union, have in several cases had an even decisive impact when it comes to targeted efforts at specific sites, for instance related to investments in tourism infrastructure. In some cases governmental or other public funds have facilitated or triggered further investments and development by private actors.

Thematic programmes funded by the governments have demonstrated the potential of natural and cultural heritage from a regional development perspective (for instance the value creation programmes in Norway that were implemented from 2006 to 2015). Evaluations of such programmes have, however, revealed the difficulties to

estimate concrete benefits in terms of job creation. Short-term and direct employment effects are often more easy to estimate than long-term impacts.

There are several challenges related to sustainable use of our natural and cultural heritage in a regional development context; for example, how to guarantee long-term funding for the maintenance of the resources being used in the value creation process (for instance buildings representing high cultural and historical values but in need of restoration, or traditional rural biotopes demanding active management), how to raise awareness about the potential of natural and cultural heritage from a business development perspective, or how to actually create new products and services that rely on our heritage? And simultaneously not disregarding the importance of non-market values like local identity. Are there new and innovative methods for engaging people with various backgrounds in a development process on both the regional and local level? How to ensure that the capacity and expertise of, for instance, tourism entrepreneurs are maintained and enhanced? Is the growing demand of visitors an environmental problem or a solution how to maintain profitable business?

Assessments referred to by the project have for instance confirmed the need to work across sectorial and administrative borders, and the benefits of linking considerations about natural and cultural heritage to the drafting of overall regional strategies.

Natural and cultural heritage has an indisputable role as a resource when it comes to attracting visitors. Northern regions are well-known destinations when it comes to experiences like outdoor recreation, Northern Lights and tourist products relying on nature-based assets. Consequently, the Nordic governments are promoting the development of both nature and culture based tourism. Safeguarding the very foundation of these assets, i.e. valuable nature and cultural sites, is a prerequisite for further development of the tourism industry. Clean air and water, peaceful and quiet areas, a high standard of environmental protection, and high quality services including a well-functioning tourism infrastructure are important in this regard. Special areas like World Heritage Sites, Biosphere reserves, national parks, urban parks, natural and cultural monuments and sites, and other protected areas form an essential part of the nature-based assets.

Regional growth strategies or development plans are being decided on in most of the Nordic countries on a regular basis. Public administrations have a key role in the drafting processes, and as a general rule the research community, civic society, business representatives and other relevant stakeholders are all given the opportunity to influence the outcome of the strategy and planning processes. Such processes also provide relevant forums for highlighting and identifying actions to be taken with regard to the utilization of natural and cultural heritage as a resource:

In order to reach and maintain viable results on the ground with regard to natural and cultural heritage and regional development it is necessary to identify success factors, and to communicate examples of these to relevant actors. As demonstrated by the project, several European and Nordic studies and overviews have revealed such success factors, ranging from various participatory approaches to quantifications of the benefits natural and cultural heritage provide to local communities.

Actions that promote sustainable use of natural and cultural heritage as a resource could preferably be further developed in the drafting processes of regional strategies and action plans, including various aspects of long-term funding, communication, education and awareness rising.

The project underlines the importance of networking, dialogue and capacity-building in such development processes.

The project stresses the need to create regional platforms where various stakeholders can come together, carry out studies and analyses of the regional assets with regard to natural and cultural heritage, and consider how these could be integrated into the processes of regional development including business development. An early involvement of the business sector, including both private enterprises and public supporting services, is crucial in this regard.

Furthermore, the project underlines the importance of forerunners (entrepreneurs, companies, research communities, public organisations, associations and other representatives of the civic society) which demonstrate concrete ways of utilizing our heritage in a viable manner, ranging from tourism development to the enhancement of local identity.

6.2 (B) The potential of natural and cultural heritage as a resource for regional development

There is an increasing interest in the benefits of natural and cultural heritage. New methodologies, research results and statistics are providing an improved knowledge-base for decision-making processes in national, regional and local forums. So far, a number of case-studies and site-specific surveys have demonstrated the benefits of natural and cultural heritage to local economies. Only in a few cases it has been possible to aggregate the results to larger geographical units or to make well-founded, generalized conclusions about the relative role of natural and cultural heritage as compared to other assets.

However, the concept of ecosystem services has provided useful new insights into various methods for assessing the benefits of nature to human well-being and the society as a whole.

Although monetary valuations of the benefits may add arguments to the discussion and decision-making processes, it is crucial to keep in mind the need to apply a holistic approach as regards drivers of sustainable development; economic, social, cultural and environmental aspects have all to be considered in a balanced manner. For instance, natural amenities (e.g. open spaces, natural and cultural sites including protected areas and valuable landscapes) may influence housing prices, and also have a decisive role with regard to peoples' willingness to work and live at specific locations.

There are a few examples of assessment or valuation methods that have been incorporated into decision making- and management systems. Regardless of the constraints – both from a principle point of view and practical ones – these methods have proven their usefulness and revealed the contribution of natural and cultural heritage to regional development and job creation. One challenge though is how to communicate findings from such studies and practices to decision- and policymakers in a comprehensible manner.

The project emphasizes the need to further develop and apply already existing methods for assessing the role of natural and cultural heritage as a resource in regional development. Such methods should preferably include not only various aspects of economic impacts on local communities and regions, but consider also other socio-economic effects.

Furthermore, the project emphasizes the need to apply a broad approach to regional development. This includes for example the importance of natural and cultural heritage to human health, well-being, social inclusion and local identity.

Wise use of natural and cultural heritage is the very foundation for viable, nature-based business development, for instance with regard to nature and culture tourism. In a long-term perspective, products and services based on natural and cultural heritage could probably in many cases be as beneficial to local communities as a more tangible and immediate exploitation of natural resources.

Definitions

Green growth or green economy

Several definitions of green growth have been applied since the introduction of the term in global policies in the beginning of the 21st century. The definitions of organisations like OECD, UNEP and The World Bank all emphasise the need to couple economic growth with a development that ensures environmental sustainability. According to the OECD definition, green growth is “fostering economic growth and development, while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies” (OECD 2016).

Blue growth or blue economy

The term *blue growth* or *blue economy* was highlighted in connection to the Rio + 20 process. A number of countries representing coastal and small island states then emphasised the need to introduce a concept that from their perspective would acknowledge marine conditions to a larger extent than the already well-established term *green growth*. (Pascual 2014). From a broad perspective, the term could include everything related to sustainable growth based on marine resources. Thus, it could, for instance, include large sectors like transports, fisheries, offshore extraction of oil and gas as well as maritime clusters related to ship building. In its communication on blue growth, the European Commission defined five sectors with a high potential of growth; biotechnology, renewable energy, coastal and maritime tourism, aquaculture and mineral resources (European Commission 2012b, 2014b).

On the other hand, for instance WWF has argued for a more precise definition of *sustainable blue growth*. WWF suggests that sustainable blue growth should a) provide social and economic benefits for current and future generations, b) restore, protect and maintain the diversity, productivity, resilience, core functions, and intrinsic value of marine ecosystems, and finally, c) be based on clean technologies, renewable energy, and circular material flows (WWF 2015).

Ecosystem services

Ecosystem services are usually defined as the beneficial contributions of ecosystems to human well-being. The natural systems for instance prevent soil erosion, regulate the climate and form the foundation for our economic systems with agriculture, fisheries, and forestry as vital economic sectors. Ecosystem services also provide recreation, cultural inspiration and other intangible goods. According to the Millennium Ecosystem Assessment published in 2005 ecosystem services include provisioning services, regulating services, cultural services and supporting services (*Millennium Ecosystem Assessment 2005*).

The Economics of Ecosystems and Biodiversity (TEEB)

A global initiative called *The Economics of Ecosystems and Biodiversity (TEEB)* was launched in 2010 (*TEEB 2010*). The aim of the initiative is to highlight and make visible the socio-economic benefits of nature and to draw attention to the costs of loss and degradation of biodiversity. In order to achieve these objectives, the values of nature and biodiversity need to be integrated into the decision making processes at all levels. Valuation of ecosystem services is a key principle of TEEB. Since the introduction of the concept several countries have produced national TEEB surveys that demonstrate the value of their ecosystems, and recommendations on how to integrate the safeguarding of the ecosystem services into policy making (e.g. *Jäppinen and Heliölä 2015*).

Natural capital

Natural capital is according to the glossary displayed by the European Environment Agency (*EEA 2016*) “an extension of the economic notion of capital (manufactured means of production) to environmental goods and services. It refers to a stock (e.g., a forest) which produces a flow of goods (e.g., new trees) and services (e.g. carbon sequestration, erosion control, habitats).”

Bioeconomy

Similar to the term green growth, there are many definitions of bioeconomy. The Finnish Bioeconomy Strategy (*Ministry of Economic Affairs and Employment 2014a*) refers to bioeconomy as “an economy that relies on renewable natural resources to produce food, energy, products and services. It strives to reduce our dependence on fossil natural resources, to prevent biodiversity loss and to create new economic growth and jobs in line with the principles of sustainable development”. Due to the economic importance much of the attention in the bioeconomy sector has been on biomass, in the forests, fields, water bodies and the sea. However, the Finnish strategy also puts

emphasis on new biomaterials and immaterial values as well as the need to develop new forms of services and business activities related to e.g. nature tourism.

Nature-based solutions

According to the definition applied by the EU Horizon 2020 programme nature-based solutions are inspired or supported by nature and simultaneously provide environmental, social, cultural and economic benefits (*European Commission 2015*). Using the functions of ecosystems, nature-based solutions could for instance enhance flood prevention and contribute to climate mitigation. These solutions are, by nature, resource efficient, multi-functional and multi-beneficial. In addition to the enrichment of the natural capital, nature-based solutions could provide green jobs and growth as well as contribute to the health and well-being of citizens. In other words, nature-based solutions could facilitate both economic growth (new services and business models) and provide environmental benefits.

Cultural and natural heritage

In its Faro Convention (2005) The Council of Europe applied a broad definition of cultural heritage: “cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.” (*Council of Europe 2014*).

Natural heritage is a less scientific term than biodiversity, and was used before the concept of biodiversity was established. For instance, in the framework of the Convention Concerning the Protection of the World Cultural and Natural Heritage (1972), natural heritage is defined as “*natural features* consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view; *geological and physiographical formations* and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; *natural sites* or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.” (*UNESCO World Heritage Centre 2016*).

References

- Ahtiainen, H. and Öhman, M.C. 2014. Ecosystem Services in the Baltic Sea. Valuation of Marine and Coastal Ecosystem Services in the Baltic Sea. TemaNord 2014:563
<http://dx.doi.org/10.6027/TN2014:563>.
- Backman, M. and Nilsson, P. 2016. The role of cultural heritage in attracting skilled individuals. J Cult Econ. (in press). doi:10.1007/s10824-016-9289-2.
- Berget, B., Lidfors, L., Pálsdóttir, A.M, Soini, K., Thodberg, K. (eds.) 2012. Green Care in the Nordic countries – a research field in progress. Report from the Nordic research workshop on Green Care in Trondheim, June 2012, Ås, Norwegian University of Life Sciences.
- Bowitz, E. and Ibenholt, K. 2009. Economic impacts of cultural heritage – Research and perspectives. Journal of Cultural Heritage 10 (2009): 1–8.
- Böhme, K., Zillmer, S., Hans, S., Antikainen, J. and Pyykönen, S. 2016. Looking towards 2030: Preparing the Baltic Sea Region for the future (Summary). EUSBSR – EU Strategy for the Baltic Sea Region. October 2016.
- Convention on Biological Diversity 2015. Statement by Braulio Ferreira de Souza Dias on the occasion of World tourism day 27 September 2015. <https://www.cbd.int/tourism> (accessed on 2016-07-06).
- Council of Europe 2014. The Framework Convention on the Value of Cultural Heritage for Society (Faro Convention, 2005. http://www.coe.int/t/dg4/cultureheritage/heritage/Identities/default_en.asp (accessed on 2016-07-06)
- Council of the European Union 2014. Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe. (2014/C 183/08). Official Journal of the European Union 14.6.2014.
- Cultural Heritage Counts for Europe 2015. Full report and Executive Summary. The consortium of Cultural Heritage Counts for Europe (CHCfE). Electronic version available at www.encatc.org/culturalheritagecountsforeurope.
- Danish Business Authority/Erhvervsstyrelsen 2016. Regional Development. <https://regionalt.erhvervsstyrelsen.dk/english> (accessed on 2016-07-12).
- Dansk Kyst- og Naturturisme 2016. Vækstprogram for Østersøturisme 2016–2018. Signaturoplevelser. www.kystognaturturisme.dk, <http://østersøturisme.dk/forside/> (accessed on 2016-09-26).
- Det Kongelige Kommunal- og regionaldepartementet 2013. Meld. St. 13 (2012–2013). Melding til Stortinget. Ta heile Noreg i bruk.
- Det Kongelige Miljøverndepartementet 2013. Meld. St. 35. (2012–2013). Melding til Stortinget. Framtid med fotfeste. Kulturminnepolitiken.
- Directorate for Cultural Heritage 2011. Kulturminner i bruk – verdi, vekst og vern. Verdiskapingsprogrammet på kulturminneområdet 2006–2010.
- Directorate for Cultural Heritage 2015. Kulturarvens samfunnsnytte – verdiskapingsarbeidet 2012-2015. <http://www.riksantikvaren.no/Tema/Verdiskaping> (accessed on 2016-04-22).
- ECON – Pöyry Group 2008. Økonomisk verdiskaping av kulturminner. Notat 2008-036. (Directorate for Cultural Heritage).
- Erhvervs- og Vækstministeriet 2016. Ny strategi skal give vækst i dansk turisme. <http://www.evm.dk/nyheder> (accessed on 2016-09-26).
- Erhvervsstyrelsen, KL og Realdania 2016. På forkant. <http://www.paaforkant.dk/> (accessed on 2016-06-21).

Erhvervsstyrelsen, KL og Realdania 2016. Fokus i planlægningen i kommunerne udenfor de større byområder. Analyse af planstrategierne for de 26 kommuner i kampagnen På forkant. Notat, marts 2016. <http://www.paaforkant.dk/aktuelt/aktuelt/ny-analyse-giver-indblik-i-planlaegningen-i-kommunerne-uden-for-de-stoerre-byomraader> (accessed on 2016-06-21).

European Commission 2010. Communication from the Commission 3.3.2010.

Europe 2020 - A strategy for smart, sustainable and inclusive growth.

European Commission 2011. Communication from the Commission 3.5.2011. Our life insurance, our natural capital: an EU biodiversity strategy to 2020.

European Commission 2012a. Innovating for Sustainable Growth. A Bioeconomy for Europe. Directorate General for Research and Innovation. DOI 10.2777/6462.

European Commission 2012b. Communication from the Commission 13.9.2012. Blue Growth opportunities for marine and maritime sustainable growth.

European Commission 2014a. Communication from the Commission 22.7.2014. Towards an integrated approach to cultural heritage for Europe.

European Commission 2014b. Communication from the Commission 13.5.2014. Innovation in the Blue Economy: realising the potential of our seas and oceans for jobs and growth.

European Commission 2014c. Communication from the Commission 20.2.2014. A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism.

European Commission, Directorate General for Communication 2014. The European Union explained: Regional policy. DOI:10.2775/74781.

European Commission 2015. HORIZON 2020 Work Programme for 2016–2017. <http://ec.europa.eu/research>.

European Commission 2016. Agriculture and rural development. <http://ec.europa.eu/agriculture/rural-development-2014-2020> (accessed on 2016-07-06).

EEA 2016. Environmental terminology and Discovery Service (ETDS). http://glossary.eea.europa.eu/terminology/concept_html?term=natural%20capital (accessed on 2016-07-13).

Fredman and Margaryan 2014. The supply of nature-based tourism in Sweden. A national inventory of service providers. ETOUR. Report 2014:1.

Grunfelder, J., Rispling, L. and Norlén, G. (eds.) 2016. State of the Nordic Region 2016. Nordregio report 2016:1.

Government Offices of Sweden (Regeringskansliet) 2015. En nationell strategi för hållbar regional tillväxt och attraktionskraft 2015–2020.

Government of Denmark 2014. Vækstplan for dansk turisme. www.kystognaturturisme.dk (accessed on 2016-09-26).

Haukeland, P. E. and Brandtzaeg, A. 2009. Den brede verdiskapingen. Et bærekraftigt utviklingsperspektiv på natur- og kulturbasert verdiskaping. Telemarksforskning – TF notat 20/2009.

Higginbottom, K. 2004. Wildlife Tourism: An introduction. In: Higginbottom, K (ed.) Wildlife Tourism – Impacts, Management and Planning. Common Ground Publishing, Altona, Australia.

Icelandic Regional Development Institute 2014. Parliamentary Resolution on a Strategic Regional Plan for the years 2014-2017. www.byggdastofnun.is/en (accessed on 2016-04-06).

Jäppinen, J.-P., Tyrväinen, L., Reinikainen, M. and Ojala, A. (eds.) 2014. Luonto lähelle ja terveydeksi. Ekosysteemipalvelut ja ihmisen terveys Argumenta-hankkeen (2013–2014) tulokset ja toimenpidesuosituksset (Nature for Health and Well-Being in Finland – results and recommendations from the Argumenta-project Ecosystem Services and Human Health (2013-2014)). Suomen ympäristökeskuksen raportteja (Reports of the Finnish Environment Institute) 35/2014. 104 pp. Helsinki. (<https://helda.helsinki.fi/handle/10138/153461>)

- Jäppinen, J.-P. & Heliölä, J. (eds.) 2015. Towards A Sustainable and Genuinely Green Economy. The value and social significance of ecosystem services in Finland (TEEB for Finland). The Finnish Environment en I 2015. Ministry of the Environment. 144 pp. Helsinki.
(<http://hdl.handle.net/10138/152815>)
- Järviluoma, J. 2014: Eläintenkatselematkailun yritystoiminnan nykytilakartoitus 2012. Kajaani University of Applied Sciences. Raportteja ja selvityksiä 24.
- Kainuun liitto (Regional Council of Kainuu) 2015. Kainuu-ohjelma.
- Hyvinvoiva ja elinvoimainen Kainuu. Maakuntasuunnitelma 2035. Maakuntaohjelma 2014–2017.
- Kajala, L. 2010. Estimating economic benefits of protected areas in Finland – making a case for continued public investment. In: Kettunen *et al.*: Socio-economic importance of ecosystem services in the Nordic countries – scoping assessment in the context of TEEB. TemaNord 2012:559. pp. 255–259.
- Kettunen, M., Vihervaara, P., Kinnunen, S., D’Amato, D., Badura, T. Argimon, M. and ten Brink, P. 2012. Socio-economic importance of ecosystem services in the Nordic Countries. Synthesis in the context of The Economics of Ecosystems and Biodiversity (TEEB). TemaNord 2012:559. (<http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A741978&dsid=6308>). DOI: 10.6027/TN2012:559
- Konu, H., Tuohino, A. and Björk, P. 2011. Wellbeing tourism in Finland: Finland as a competitive wellbeing tourism destination. University of Eastern Finland – Centre for Tourism Studies. Savonlinna.
- Kvarken Archipelago World Heritage Council 2016. The Kvarken Archipelago Heritage Site. Development strategy 2016-2025. Summary.
- Lönnqvist, H. 2015. On the effects of urban natural amenities, architectural quality and accessibility to workplaces on housing prices. An empirical study on the Helsinki Metropolitan Area. City of Helsinki Urban Facts. Research Series 2015:5.
- Magnussen, K., Hasler, B and Zandersen, M. 2014. Ecosystem Services in Nordic Freshwater Management. TemaNord 2014:561 (<http://dx.doi.org/10.6027/TN2014-561>).
- Matkailun edistämiskeskus MEK (Visit Finland) 2005. Hyvinvointi- ja wellness –matkailun peruskartoitus. (Suunnittelukeskus Oy). MEK A:144.
<http://www.visitfinland.fi/studies/hyvinvointi-ja-wellness-matkailun-peruskartoitus/> (accessed on 2016-09-28).
- Metsähallitus Parks & Wildlife Finland 2016. National parks and hiking areas generate income to local businesses in Finland. <http://www.metsa.fi/web/en/economicbenefitsofnationalparks> (accessed on 2016-06-20).
- Millennium Ecosystem Assessment 2005. Ecosystems and Human Well-being: Synthesis. Island Press, Washington, DC.
- Ministry of Economic Affairs and Employment 2014a. The Finnish Bioeconomy Strategy. <http://www.bioeconomy.fi/facts-and-contacts/material-bank/>.
- Ministry of Economic Affairs and Employment 2014b. Mahdollisuuksien maaseutu. Maaseutupoliittinen kokonaisohjelma 2014-2020. (Maaseutupoliittikan yhteistyöryhmä).
- Ministry of Economic Affairs and Employment 2015. Yhdessä enemmän – kasvu aja uudistumista Suomen matkailuun. Matkailun tiekartta 2015-2025. (Roadmap for growth and renewal of the Finnish tourism industry).
- Ministry of Economic Affairs and Employment (Työvoima ja elinkeinoministeriö) 2016. Aluekehittämispäätös 2016-2019. Alueiden kilpailukyky ja ihmisten sujuva arki.
- Ministry of Education and Culture & Ministry of the Environment 2014a. Kulttuuriympäristöstrategia 2014-2020. (Government decision-in-principle 20.03.2014).
- Ministry of Education and Culture & Ministry of the Environment 2014b. Kulttuuriympäristö yhteisenä voimavarana. Kulttuuriympäristön toimeenpanosuunnitelma 2014-2020.
- Ministry of Industries and Innovation & Icelandic Travel Industry Association 2015. Road Map for tourism in Iceland. October 2015.

- Ministry of Local Government and Modernisation 2015. Baerekraftige byer og sterke distrikter. Diskusjonsnotat. <http://www.byerogdistrikter.no/vekstkraftige-bo-og-arbeidsmarkeder-i-hele-landet-2/> (accessed on 2016-04-13).
- Nilsson, D. and Hulusjö, N. 2009. Kulturarv och natur som resurs för hållbar utveckling och tillväxt. TemaNord 2009:513. DOI: 10.6027/tn2009-513.
- Nilsson, D. 2011. Aktivera natur och kulturarv – för hållbar utveckling och tillväxt. TemaNord 2011:526. DOI: 10.6027/TN2011-526.
- Nilsson, P. 2013. Natural amenities in urban space – A geographically weighted regression approach. *Landscape and Urban Planning* 121 (2014) 45-54. (<http://dx.doi.org/10.1016/j.landurbplan.2013.08.017>).
- Nilsson, P. 2014. The influence of urban and natural amenities on second home prices. *J. Hous and the Built Environ* (2015) 30:427–450.
- Nordic Council of Ministers 2013. Nordic co-operation programme for regional development and planning 2013-2016. ANP 2013:748 (<http://dx.doi.org/10.6027/ANP2013-748>).
- Nordic Council of Ministers 2015. Kulturarv og økosystemtjenester. Sammanhenger, muligheter og begrensninger. TemaNord 2015:540. (<http://dx.doi.org/10.6027/TN2015-540>).
- Nordregio 2016. Welcome to Nordregio. <http://www.nordregio.se> (accessed on 2016-07-12).
- Norsk Kulturminnefond 2011. Verdiskapingsprogrammet. Evaluering av kulturminnetiltak.
- OECD 2016. What is green growth and how can it help deliver sustainable development? <http://www.oecd.org/greengrowth/whatisgreengrowthandhowcanithelpdeliverustainabledevelopment.htm> (accessed on 2016-07-11).
- Pascual, M. 2014. When did we start talking about blue growth in Europe? Why? *Journal of Coastal Development* 17:2.
- Realdania 2015. The value of the built heritage and Everyone's treasure chest: there's money in our built heritage. <https://realdania.dk/samlet-projektliste/analyse-af-bygningsarvens-vaerdi> (accessed on 2016-06-29).
- Riksantikvaren og Norsk kulturminnefond 2012. Utredning om økonomisk verdiskaping med grunnlag i kulturminner. (Rambøll Management Consulting).
- Rumar, L (ed.) 1997. Helgonet i Nidaros. Olavskult och kristnande i Norden. Skrifter utgivna av Riksarkivet 3.
- Russi D., Pantzar, M., Kettunen M., Gitti, G., Mutafoğlu, K., Kotulak, M. & ten Brink P. 2016. Socio-Economic Benefits of the EU Marine Protected Areas. Report prepared by the Institute for European Environmental Policy (IEEP) for DG Environment.
- Sempik, J., Hine, R. and Wilcox, D. (eds.) 2010 Green Care: A Conceptual Framework, A Report of the Working Group on the Health Benefits of Green Care, COST Action 866, Green Care in Agriculture, Loughborough: Centre for Child and Family Research, Loughborough University.
- Soini, K & Lilja, T. (eds) 2014. Alkuperäiset kotieläinrotumme Green care toiminnassa. MTT - Kasvu19.
- Soini, K, Ilmarinen, K, Yli-Viikari, A. and Kirveennummi, A. 2011. Green care sosiaalisena innovaationa suomalaisessa palvelujärjestelmässä. *Yhteiskuntapolitiikka* 76 (2011): 3. pp. 320–331.
- SwAM 2013. The Baltic Sea- Our common treasure: Economics of saving the sea. BalticStern Report. <http://www.stockholmresilience.org/research/research-programmes-and-projects/balticstern.html> (accessed on 2016-07-04).
- Swedish Agency for Marine and Water Management 2015. Långsiktig strategi för Havs- och vattenmyndighetens medverkan i det regionala tillväxtarbetet 2014-2020. Havs- och vattenmyndighetens rapport 2015:7.
- Swedish Environmental Protection Agency 2005. Skyddad natur – en motor för regional och lokal utveckling. Rapport 5504 – december 2005.

Swedish Environmental Protection Agency 2015. Naturvårdsverkets strategi för regional tillväxt. Redovisning av regeringsuppdrag om framtagande av en långsiktig strategi för myndighetens medverkan i det regionala tillväxtarbetet under perioden 2014–2020.

Swedish National Heritage Board 2015a. Stärka kulturmiljöarbetet i den regionala utvecklingen. Strategi för Riksantikvarieämbetets medverkan i det regionala tillväxtarbetet och EU:s sammanhållningspolitik 2014–2020.

Swedish National Heritage Board (Riksantikvarieämbetet) 2015b. Positiva effekter av medel till kulturmiljövård. Regeringsuppdrag avseende hur medel till vård och tillgängliggörande av kulturmiljöer kan bidra till stärkt arbetsmarknad och hållbar tillväxt.

TEEB 2010. The Economics of Ecosystems and Biodiversity: Mainstreaming the Economics of Nature: A synthesis of the approach, conclusions and recommendations of TEEB. <http://www.teebweb.org/> (accessed on 2016-07-11).

Telemarksforskning 2011. Verdiskapningsprogrammet för kulturminner. Årsrapport 2010 med utvecklingstrekk gjennom prosjektperioden. TF-notat nr. 5/2011.

Telemarksforskning 2014. Naturarv skaper verdier. Slutanalyse av verdiskapningsprogrammet Naturarven som verdiskaper. TF-rapport nr. 351/2014.

ten Brink P., Badura T., Bassi S., Daly, E., Dickie, I., Ding H., Gantioler S., Gerdes, H., Kettunen, M., Lago, M., Lang, S., Markandya, A., Nunes, P.A.L.D., Pieterse, M., Rayment M. and Tinch, R. 2011. Estimating the Overall Economic Value of the Benefits provided by the Natura 2000 Network. Final Report to the European Commission, DG Environment on Contract ENV.B.2/SER/2008/0038. Institute for European Environmental Policy / GHK / Ecologic, Brussels.

Tillväxtverket (Swedish Agency for Economic and Regional Growth) 2016. Fakta om svensk turism 2015. <https://tillvaxtverket.se/statistik/turism/ekonomi--och-sysselsattning.html> (accessed on 2016-09-23).

UNEP, United Nations Environmental Programme 2005. Ecosystems and Human Well-being - A Framework for Assessment. <http://www.unep.org/maweb/en/Framework.aspx> (accessed on 2016-07-06).

UNESCO 2016a. MaB – Ecological Sciences for Sustainable Development. <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/> (accessed on 2016-07-06).

UNESCO 2016b. World Heritage list – High Coast/Kvarken archipelago. <http://whc.unesco.org/en/list/898> (accessed on 2016-11-21).

UNESCO World Heritage Centre 2016. Convention Concerning the Protection of the World Cultural and Natural Heritage. <http://whc.unesco.org/en/conventiontext/> (accessed on 2016-07-11).

Visit Finland 2014. Hyvinvointimatkaillustrategia kansainvälisille markkinoille 2014-2018. <http://www.visitfinland.fi/studies/hyvinvointimatkaillustrategia-kansainvalisille-markkinoille-2014-2018/> (accessed on 2016-09-28).

Wealth Accounting and the Valuation of Ecosystem Services (WAVES) 2016. <http://www.wavespartnership.org/en/natural-capital-accounting> (accessed on 2016-07-06).

Weissglas, G., Paju, M., Westin, L. and Danell, T. 2002. Kulturarvet som resurs för regional utveckling. En kunskapsöversikt. Rapport från Riksantikvarieämbetet 2002:1.

WildTaiga 2016. <http://www.wildtaiga.fi/en/> (accessed on 2016-09-28).

World Travel & Tourism Council 2015. Travel & Tourism Economic Impact 2015. European Union.

World Travel & Tourism Council 2016. Travel & Tourism. Economic Impact 2015. Finland.

WWF 2015. Principles for a sustainable blue economy. http://wwf.panda.org/wwf_news/?247477/Principles-for-a-Sustainable-Blue-Economy (accessed on 2016-07-11).

Sammanfattning

Alla nordiska länder arbetar aktivt för att befrämja regional utveckling eller regional tillväxt. Ekosystemtjänsterna är av stor socio-ekonomisk betydelse och utgör en betydande potential vad gäller regional utveckling och skapande av nya jobb. Projektet *Natur- och kulturarv som grund för regional tillväxt* beskriver några aktuella trender vad avser regional utveckling i de nordiska länderna. Det huvudsakliga målet har ändå varit att belysa aktuella initiativ och program som de nordiska regeringarna och andra aktörer genomfört med syfte att uppmärksamma och använda natur- och kulturarvet som en resurs i regional utveckling. Projektet lyfter också fram några exempel på praktiska erfarenheter av detta arbete inklusive referenser till aktuella forskningsresultat, både på nordisk och europeisk nivå, samt utvärderingar av redan genomförda initiativ framför allt vad gäller regeringarnas insatser. Projektet har behandlat olika aspekter av biodiversitet, landskap och kulturmiljöer inklusive den bebyggda miljön. Särskild vikt har fästs vid metoder för värdering av natur- och kulturarvets betydelse i ett utvecklingsperspektiv, och om möjligt från en regional horisont.

Projektet har strävat efter att belysa den potential natur- och kulturarvet kan utgöra i regionala utvecklingsprocesser. Denna potential har kanske inte ännu utnyttjats till fullo. En beskrivning av gemensamma eller likartade utmaningar, innovativa lösningar och den konkreta nyttan av natur- och kulturarvet som resurs kunde inspirera och effektivisera arbetet i respektive land och region. De nordiska exemplen demonstrerar bl.a. vikten av att anlägga ett brett perspektiv vad avser regional utveckling, vilket bl.a. betyder att faktorer som hälsa och välmående, social inkludering och lokal identitet lämpligen bör ingå i utvecklingsarbetet. Betydelsen av platsbundna egenskaper, som t.ex. tillgång och tillgänglighet vad avser natur- och kulturmiljön, är en annan faktor som projektet uppmärksammat vad gäller olika regionernas konkurrenskraft. Därtill betonar projektet hur viktigt det är att i ett tidigt skede involvera både entreprenörer och lokalsamhällen i utvecklingsarbetet.

I de nordiska länderna har ett flertal olika landsomfattande utvecklingsprogram, pilotprojekt och motsvarande initiativ av regeringarna befämjat användandet av natur- och kulturarvet som en resurs i det regionala tillväxtarbetet. Åtgärderna har befrämjat sektorsöverskridande samarbete och demonstrerat den offentliga sektorns betydelse vad gäller utvecklandet av nya koncept och verksamhetsmodeller. För att nå lösningar som är hållbara på lång sikt har erfarenheterna visat att det är viktigt att inkludera både den offentliga och privata sektorn samt representanter för forskningen och civilsamhället. Eftersom turismsektorn i hög grad bidrar till tillväxt och skapande av jobb har de nordiska regeringarna genomfört särskilda satsningar som syftar till att främja denna sektor. Det är särskilt viktigt att genomföra sådana åtgärder i områden som domineras av landsbygd eller karakteriseras som perifera regioner, där den på

natur- och kulturarvet baserade turismen kan generera betydande inkomster och arbetstillfällen.

Kunskapen om den potential natur- och kulturarvet har som drivkraft för regional utveckling är fortfarande bristfällig. Projektet *Natur- och kulturarv som grund för regional tillväxt* har bara indikerat några av de områden där fortsatta offentliga initiativ kunde bidra till ökad praktisk kunskap, som bygger på alla dimensioner av hållbar utveckling. Projektet har även nämnt några möjliga teman för fortsatt forsknings- och utvecklingsarbete, som t.ex. metoder för att värdera olika aspekter av natur- och kulturarvet i ett regionalt utvecklingsperspektiv.

Projektet har sammanfattningsvis utformat ett antal rekommendationer gällande två aspekter av regional utveckling; a) genomförande av nationella och regionala strategier som befrämjar regional tillväxt och skapande av nya jobb, och b) natur- och kulturarvet som resurs. Enligt projektet finns det ett behov av att skapa och vidareutveckla regionala forum eller plattformar där olika intressenter kan mötas, genomföra studier och analyser av platsbundna förutsättningar för regional tillväxt särskilt vad gäller natur- och kulturarvet, och framför allt, bedöma hur detta kan göras i befintliga regionala utvecklingsprocesser. En tidig involvering av representanter för olika näringar, inklusive turismnäringen, samt rådgivningsorganisationer inom den offentliga förvaltningen är viktigt med tanke på möjligheterna att nå hållbara lösningar. Projektet betonar också nödvändigheten av att vidareutveckla och tillämpa redan befintliga metoder för värdering av natur- och kulturarvets roll och potential i det regionala tillväxtarbetet. Förutom olika typer av ekonomiska effekter på lokalsamhällen och regioner bör sådana metoder lämpligen omfatta även andra socio-ekonomiska aspekter av regional utveckling.

Annex

Nordic workshop: Natural and cultural heritage as a resource for regional development

Monday, 12 September 2016

12.00	Departure from Helsinki-Vantaa airport (joint transportation)
13.00	Arrival in Nuuksio national park LUNCH Discussion with a local entrepreneur about nature tourism Presentation of Parks & Wildlife Finland's business co-operation Small hike in the national park Presentation of Haltia, the gateway to Finland's national parks
17.15	Departure from the national park
18.00 (appr.)	Arrival in Helsinki

Tuesday, 13 September 2016 (Finnish Environment Institute, SYKE, Mechelininkatu 34a)

09.00	Welcome words, <i>Jukka-Pekka Jäppinen, SYKE</i> Presentation of the project "Nature-based solutions for regional growth" and the aim of the workshop, <i>Bo Storrånk, SYKE</i>
09.15	Cultural heritage as a factor increasing the attractiveness of a place to work and live in <i>Pia Nilsson, Jönköping International Business School, Jönköping University</i>
10.00	The value creation programmes of Norway 2006-2015: natural and cultural heritage as a resource in local and regional development <i>Kari Larsen and Geir Tvedt, Directorate for Cultural Heritage, and Bente Rønning, Norwegian Environment Agency</i>
10.30	Coffee break and practical introduction to the workshop sessions Workshop session 1: <i>Assessing and communicating the potential of natural & cultural heritage as a resource</i>
10.45–11.00	Introduction: Assessing the local economic impact of protected areas and cultural heritage sites, <i>Laura Lehtonen, Metsähallitus Parks & Wildlife Finland</i>
11.00	Workshop session
12.00–13.30	LUNCH

13.30	Workshop session 2: <i>Implementing value creation in practice: challenges and solutions</i>
13.30–14.00	Introduction: What can we learn from testing grounds such as World Heritage Sites and biosphere reserves? <i>Kari Hallantie, Kvarken and Höga Kusten World Heritage Site/Metsähallitus Parks & Wildlife Finland, Timo J. Hokkanen, Northern Karelia Biosphere Reserve</i>
14.00	Workshop session
15.30–16.00	Summary and farewell
16.15	Departure to the airport (joint transportation)

Nordic Council of Ministers
Ved Stranden 18
DK-1061 Copenhagen K
www.norden.org

Unlocking regional potentials

Ecosystem services in the Nordic countries entail a high potential with regard to regional growth and job creation. The report *Unlocking regional potentials* describes recent policy actions taken by the Nordic countries regarding natural and cultural heritage as a valuable resource in sustainable regional development. In addition, the report introduces examples of European and Nordic research and development activities concerning valuation of natural and cultural heritage. Nordic experiences underline the need to apply a broad view on regional development including the importance of natural and cultural heritage to human health, well-being, social inclusion and local identity. There is also a need to develop regional platforms for interaction between different interest groups, and to carry out further analyses of regional assets with regard to natural and cultural heritage.

9 789289 349437