

Grøn  
fjord  
2020

## CONFERENCE

22-23 January 2014  
Hotel Union Geiranger



Foto: El-scooter utrulling 2013, Frank Stenersen

Our vision

Leave no footprints behind

- Pie in the sky, or a spur for sustainable development?

## Green HIGHLIGHTS at the CONFERENCE:



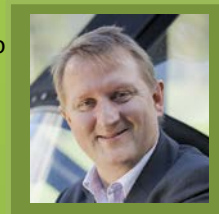
### **Samsø** – the most eco-friendly island on earth?

In 1997 the Danish island of Samsø was fully dependent on energy from the mainland, importing oil and electricity produced from coal.

Today, Samsø produces green energy with the help of wind turbines, solar panels and biomass, with the surplus – approx. 80,000 MWh per year – being sold back to mainland Denmark. The long-term aim is to rid the island of fossil fuels, including fuel used for buses, private cars and the ferries that connect the island with the mainland. By 2030 it is hoped that 80% of local cars will be running on electricity, and that the ferries will be using gas or locally produced energy. Søren Hermansen, director of Samsø Energy Academy, is the driving force behind Samsø's impressive, offensive plan, and will explain how they have managed to generate strong local participation in and ownership of the initiative going forward to 2030.



**Werfenweng** – As long ago as 1997, this small Austrian village started a pilot project involving “gentle” or eco-friendly transport, an initiative they called “Sanfte Mobilität – Urlaub vom Auto” (gentle mobility – a break from the car). Mayor Dr Peter Brandauer is coming to Geiranger to share the secrets of their success in becoming a more eco-friendly destination.



Find out about the **latest eco-friendly technology** for:

- transport by land
- transport by fjord/sea/lake

**Sharing best practice: Alaska – managing cruise tourism** in the best interests of the Glacier Bay World Heritage Site, small local communities and the economy.

**Green Highway** – the green corridor between Østersund and Trondheim – interaction between systems for green transport and business incubation/development.

**Sustainable Destination** – Innovation Norway has launched a new labelling scheme for the tourism industry. Ingunn Sørnes is the project manager for the new initiative and has worked hard to shape policy and strategies into operational measures. She shares experiences from the pilots and explains how new destinations can work purposefully towards certification.

Green Fjord **ARENA**: (exposition area)

Here you can find out about the public sector framework (Enova, Transnova, the county governor and Innovation Norway, the NOx Fund), eco-labelling schemes, electric car dealers, green energy solutions, research partners, and potential new green partners. Test-drive electric cars in winter conditions: Tesla Model S, eGolf, Nissan Leaf, etc.

Join us for our Green Fjord kick-off!

# Programme (provisional): 22-23.01.2014 Hotel Union Geiranger

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*Master of ceremonies:* Ove Skylstad, general manager, Destination Geirangerfjord- Trollstigen

## Day 1:

Wednesday 22.01	Programme	Speaker
11:30 – 12:00	<i>Registration, coffee/tea</i>	
12:00 – 12:30	Opening, incl. Cultural feature	[to follow]
12:30 – 13:15	Samsø – «the most eco-friendly island on earth»?	Søren Hermansen, director Samsø Energy Academy
13:15 – 13:45	Green Fjord 2020 – Transport without a trace	Katrin Blomvik, director Geirangerfjorden World Heritage Foundation
13:45 – 14:45	<i>Lunch</i>	
14:45 – 15:30	Sustainable Destinations – a new standard for Norwegian destinations	Ingunn Sørnes, special adviser Innovasjon Norge og Anne Dorte Carlson, process consultant
15:30 – 16:00	Eco-Friendly transport by land	[to follow]
16:00 – 16:30	Eco-Friendly transport by fjord/sea/lake	Nils Aadland, Polytec, Maritime Clean Tech
16:30 – 17:30	Green Fjord ARENA: Stands with information on subsidy schemes exhibition and testing of eco-friendly vehicles, and meeting-place for partners	Transnova, Enova, Innovation Norway, the county governor, the county authority, the NOx Fund, electric car dealers, energy solutions, etc.
17:30 – 18:00	Valuing natural areas, resources	[to follow]
18:00 – 18:15	<i>Summary</i>	
19:30	Gala dinner and social gathering	MC and humorist Ørjan Liavåg

## Day 2:

Thursday 23.01	Programme	Speaker
08:15 – 08:30	<i>Coffee, tea (we recommend checking out of your room)</i>	
08:30 – 09:15	Werfenweng - «Sanfte Mobilität - Urlaub vom Auto» (gentle mobility – a break from the car)	Dr Peter Brandauer, mayor of Werfenweng
09:15 – 09:45	Green Highway – interaction between systems for green transport and business incubation/development	Kjell Inge Stellander Trondheim municipality
09:45 – 10:15	Tourism research – sustainable cruise tourism in the fjords	Carlo Aall, head of research, Vestlandsforskning

10:15 – 10:30	<i>Refreshment break</i>	
10:30 – 11:00	«Sharing best practices; twinning of UNESCO World Heritage Marine Sites»	[to follow].Coordinator WH Marine Programme. UNESCO World Heritage Centre, Paris
11:00 – 11:45	UNESCO World Heritage Site Glacier Bay, Alaska: «Sustainable cruise management in Glacier Bay»	[to follow], Glacier Bay, University of Alaska
11:45 – 12:15	Eco-friendly transport by fjord/sea/lake part 2: Maritime area planning, coastal zone management, Mona Lisa 2.0, environmental vulnerability	Annelise Chapman, head of research Møreforsking
12:15 – 12:30	<i>Refreshment break</i>	
12:30 – 12:50	Fjord1: new solutions on the fjord	[to follow]
12:50 – 13:15	Hurtigruten´s environmental efforts	[to follow]
13:15 – 13:45	Green fjord branding: Launch What does "green" branding do for my business? "What´s in it for me?" Kick-off for recruitment of Green fjord partners	Ragnar Brenne Bjerkeset, TIBE
13:45 – 14:00	Summary and conclusion	
14:00 – 14:45	Lunch Departure bus transportation to Ålesund Airport Vigra	

The Green Fjord conference is supported by the Ministry of Local Government and Regional Development, the Research Council of Norway's Programme for Regional R&D and Innovation (VRI), M&R county authority, and the Geiranger World Heritage Foundation.

**To register, go to: [www.verdsarfjord.no/greenfjordconference](http://www.verdsarfjord.no/greenfjordconference)**

**For updated information on the conference, go to: [www.verdsarfjord.no](http://www.verdsarfjord.no)**

**CLOSING DATE FOR REGISTRATION IS 15 DECEMBER 2013!**

For delegates arriving at Ålesund Airport Vigra, we recommend using the registration form to indicate your interest in an organized bus service from the airport to Geiranger. This will depart from Vigra at 09:00 on 22 January and leave Hotel Union in Geiranger at 14:45 on 23 January, arriving at Vigra around 17:15. See attached sheet for information on flights and buses. We would encourage delegates to try to make their journey as environmental friendly as possible (car-sharing/organized bus, environmentally friendly transport).

Practical information about the conference:

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Be involved in the development of a green collaboration arena, providing new *inspiration* for securing a sustainable *balance* between use and protection.

