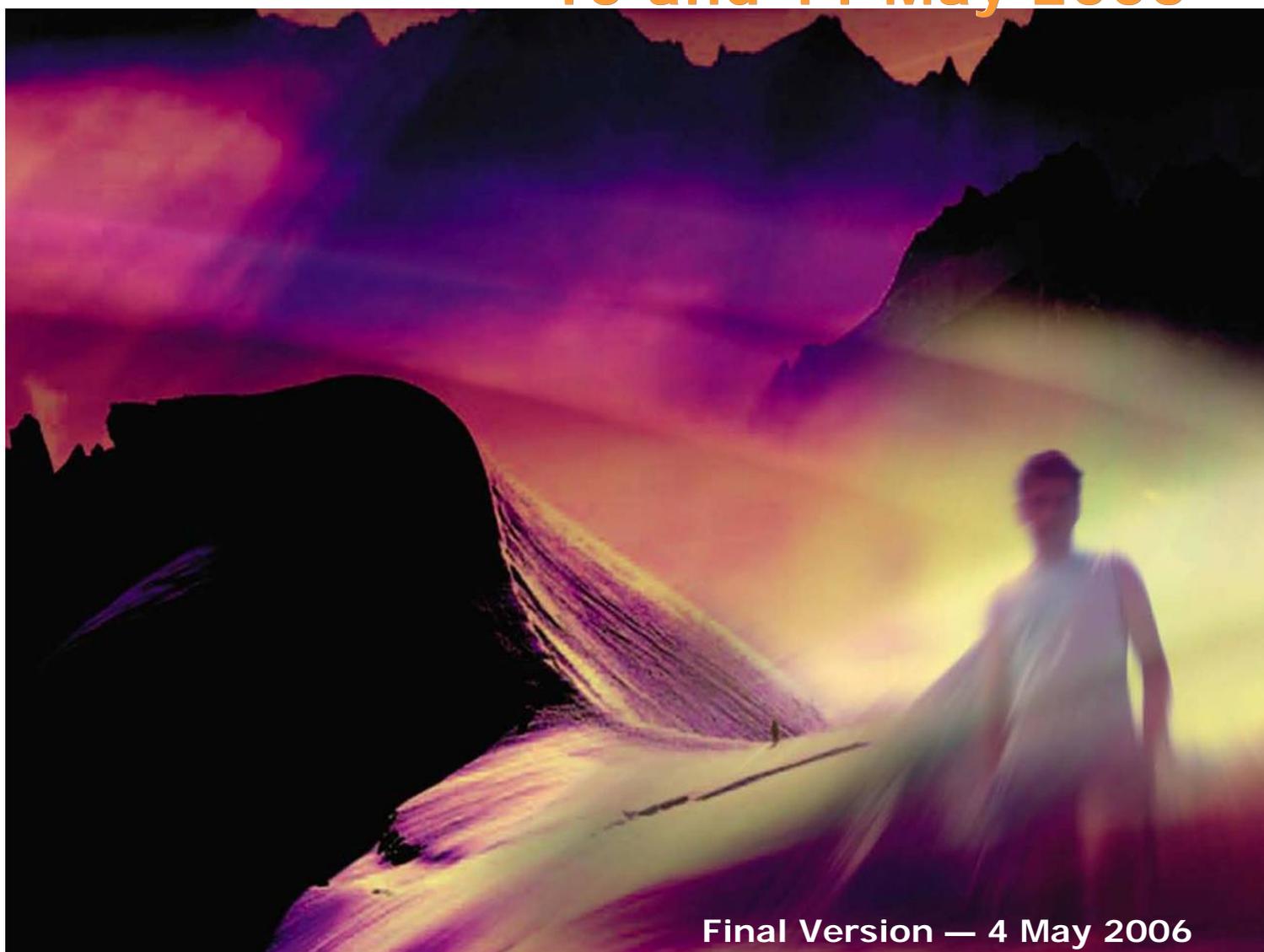


**THE ROLE OF LOCAL AND REGIONAL AUTHORITIES  
IN THE DEVELOPMENT AND PROMOTION OF  
RESOURCES AND MOUNTAIN QUALITY PRODUCTS**

**Thematic seminar in Flaam, Norway**  
**10 and 11 May 2006**



**Final Version — 4 May 2006**

**Working languages: English/ French**

Seminar organised within the framework of the  
Interreg III C project: [Euromountains.net](http://Euromountains.net)



**PROJECT PART-FINANCED BY THE EUROPEAN UNION**

# INTRODUCTION

**Local and regional authorities** can play a decisive role within local initiatives to develop and promote products and resources from mountain areas. The increasingly reinforcing role of the regions in Europe gives more and more importance to the interventions of these partners in projects for local development and land management. The intervention modalities are numerous, there is diverse collaboration with the project holders in the field and the results reached are varied. Nevertheless, few tools are available to analyse these policies, to measure their effectiveness and to reflect on their improvement. This cooperation project has been developed by some regional authorities to specifically address this issue.

and the intervention modalities of the local authorities that have proven their pertinence. Through discussions, workshops and a round table, these practices will be debated and the findings of the studies will be confronted with the experience of the participants.

**This seminar is of interest** to elected representatives and administrative officers from local and regional authorities in Europe, as well as of product and resource development project holders from mountain areas. Results from the work programme will be outlined and participants will have the opportunity to exchange views with their counterparts from other regions and to influence the recommendations to be adopted by this project.



**The objective of the second work theme of the Interreg project "Euromountains.net"** on the role of the local and regional authorities is to analyse and compare the interventions by these authorities in the promotion and development strategies for quality of mountain resources and products. Beyond exchanges, the aim of the project is to disseminate good practices implemented by the authorities in order to improve the range of their interventions, and further to identify common proposals to promote inter-sectoral cooperations.

**This in-depth study** is performed by 6 partners from 4 countries. About 25 food, craft and tourism products have been studied.

**The objectives** in this 2-day seminar are to introduce the results of the local studies, to highlight the good practices

**We look forward to your active cooperation in this thematic seminar!**

*This thematic seminar is organised within the framework of the Interreg IIIC project Euromountains.net and concerns "Networking European mountain regions in order to promote sustainable territorial development". This cooperation programme comprises 14 partners from 6 countries (Scotland, Spain, France, Italy, Norway and Portugal). Three themes are more particularly studied : sustainable public and private services in mountain areas, (the seminar took place in Palencia - Spain - June 2005) ; the management of mountain fragile landscape, rural areas and natural resources, (the seminar will take place in Région Rhône-Alpes - France - November 2006) ; finally, the topic of mountain products and local authorities . The final conference of Euromountains.net is planned in Torino in March 2007.*

# AGENDA

## THEME 2: The role of territorial authorities in the development and promotion of mountain products and resources

**Tuesday 9 May 2006**

**08:00 to 10:00 pm** **Arrival and checking in at Fretheim Hotel**  
Optional evening programme in Undredal

**Wednesday 10 May 2006**

**Objective: Presentation of the context of the study and debate on case studies**

- 9:00 am** **Opening Session**  
Official inauguration and welcome  
Tor Bremer, Vice president, Sogn og Fjordane County Municipality, Norway  
Mission and objective of Euromountains.net project  
Elena DiBella, European project manager, Province of Turin, Lead partner of the Project, Italy
- 9:20 am** **Presentation of the Theme 2 and short introduction to its objectives**  
Mission, objectives and organisation of the Theme 2  
Cécile Levret, Project Director, Euromontana  
Objectives of the seminar  
Egil Nestande, Adviser, Department of Agriculture, Sogn og Fjordane County Governor, Norway
- 9:50 am** **Plenary session: Framework of intervention of local and regional authorities**  
Chairman: Domenico Mastrogiovanni, Vice-President of Euromontana, CIA, Italy  
Synthesis on the European framework for project support for promotion of products and resources  
Cécile Levret, Project Director, Euromontana  
The policies of the local authorities involved in the project and their role in mountain product promotion and development  
François Trusson, Regional Council Rhône-Alpes, France  
Gianantonio Battistel, Head of Certification, AQA, Province Autonomous of Trento, Italy  
Lars Hustveit, Adviser, Sogn og Fjordane County Municipality, Norway  
Luis Giron, Head of promotion Unit, Deputation of Cordoba, Spain  
FSE Project in Val d'Aoste: Saint-Denis Commune: an initiative of Public/ Private partnership  
Alessandro Ottenga, Consultant
- 12.30 pm** **Lunch**
- 2:00 pm** **Plenary session: description of some of the projects studied**  
Chairman: Eli-Grete Høyvik, Consultant, Interplan, Norway  
Presentation of the methodology of work  
Emmanuel Mingasson, Head of Project, SUACI Alpes du Nord, Rhône-Alpes, France  
Illustration through 4 case studies  
1/ Pia Zancani, Adviser, Community of Pontboset, Aosta Valley Region, Italy - Pontboset and its torrent Ayasse: a touristic futur  
2/ Edvin Brun, President, Bio-Nordic/ Jostedalen Industrier, County of Sogn og Fjordane, Norway, SME in a remote mountain valley producing for the world market—Craft product semi-industrial  
3/ Geir Harald Fodnes, "Valdres Kurv", Oppland County, Norway, traditional sausages  
4/ Gianantonio Battistel, AQA, Trento, Italy— music instruments from 'Ciresa Val di Fiemme'
- 3:30 pm** **Discussions and debate with the audience**
- 4:00 pm** **Brief presentation of the visit and the following day**
- 4:30-7:00 pm** **Visit to Haugen Gardsmat, farm with local processing of meat**
- 8:00 pm** **Dinner**

**Thursday 11 May 2006**

**Objective: Presentation of the findings and broadening the topic with external presentations through workshops and a round table**

- 9:00 am**     **Presentation of the results on the study on the role of territorial authorities in the development and promotion of mountain products**  
                   Jean Michel Noury, Manager of Economic Studies, SUACI Alpes du Nord, France
- 10:00 am**     **Coffee Break**
- 10:30 am**     **Workshop session: Two or three themes**
- Workshop 1 (EN)- Knowledge and knowledge management as a success factor for promoting mountain products  
 Moderators: Carlo Aall, Researcher, Western Norway Research Institute (WNRI), Norway  
                   Ivar-Bjarne Underdal, farmer and local co-ordinator of Training networks for SMEs, Norway  
 Reporters: Lars Hustveit, adviser Sogn og Fjordane County Municipality, Norway  
                   Roar Nasset, Sogn og Fjordane County Municipality, Norway  
Workshop 2 (EN, FR) – Discussion on the results of the study: mutual expectations by professionals and territorial authorities ( in French and English)  
 Moderator and reporter: Emmanuel Mingasson and Jean-Michel Noury, SUACI Alpes du Nord, France
- 12.00 pm**     **Lunch**
- 1.30 pm**     **Reports from the two morning workshops**
- 2.00 pm**     **Round table session: improving the role of territorial authorities for the development and promotion of mountain products**  
 Moderator: Anne Margrete Alvaern, Communication consultant
- Ole Jonny Trangsrud, manager, Organisation farm food producers and rural tourism, Norway  
                   Christophe Serre, Councillor for the department of Puy de Dôme, member of ANEM, France  
                   Pauline Dingwall, Senior Development Manager for Business and Transformation, Highland and Island Enterprise, Scotland  
                   Maria Teresa Pellicori, Head of the press unit, UNCEM, Italy  
                   Juan Andres Guttierrez, head of analysis and study Unit, IKT, Basque Country, Spain  
                   Fabio Glassier, Vice-President of the mountain community Grand Combin, councillor of Oyace Commune and civil-servant to the Assessorat of agriculture, Val d'Aoste Region, Italy
- 3:30 pm**     **Discussion with the audience**
- 4:00 pm**     **Conclusions and recommendations**  
                   Frank Gaskell, President of Euromontana  
                   Tor Bremer, Vice President of Sogn og Fjordane County Municipality, Vice president of Euromontana
- 4:30 pm**     **End of the conference**
- 5:30—**  
**8:30 pm**     **Boat Cruise Aurlandsfjorden / Nærøyfjorden**  
                   Presentation and viewpoint on the site of Nærøyfjorden, classified world heritage of humanity
- 8:30 pm**     **Dinner in Fretheim hotel**

# STUDY TRIP May 12-14

A three-day study trip through the counties of **Sogn og Fjordane and Oppland** is organised from Friday 12 of March to Sunday 14 of March 2006.

This study trip will end **at Oslo Intl. airport Gardermoen on Sunday around 4.00pm.**

A more precise programme of this study trip will be set-up shortly.

Please have a look, for updated information to:  
[www.euromountains.net](http://www.euromountains.net) or [www.euromountana.org](http://www.euromountana.org)

# Practical guide for the Seminar Participant

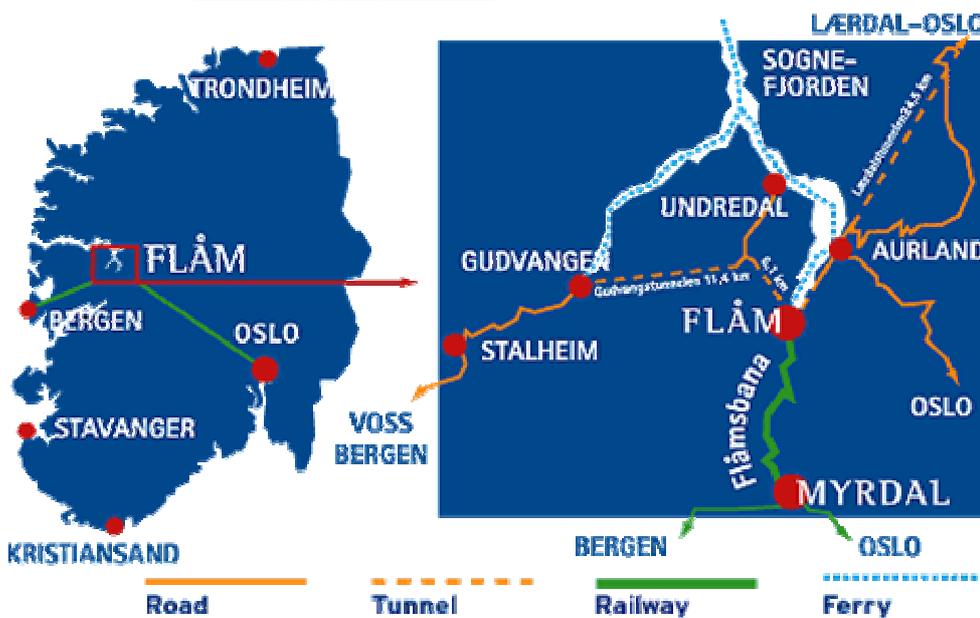
In this “Practical Guide for Seminar Participant”, you will find valuable information to organise your travel to Norway in the best conditions.

## Flaam? Where is it?



The seminar is organised in Flaam (or Flåm), in **Sogn og Fjordane** County in Western Norway.

More precisely, the seminar will take place in the **Fretheim Hotel** in **Flaam**, 8-9 km from **Aurland**, at the extremity of the largest fjord of Norway.  
(Source and more information: [www.visitflam.com](http://www.visitflam.com))



## What is the currency in Norway?

The currency in Norway is the **Norwegian krone (NOK)**.

The actual change rate is more or less: **1 € = 8 NOK**.

For more information, you can consult this website: <http://bourse.lesechos.fr/ide/details.phtml?id=ceurnok>

## How to go to Flaam?

To go to Flaam, you can fly to 2 different airports in Norway: **Oslo** and **Bergen**.

<b>1/ From Oslo to Flaam</b>	
<b>A. By air</b>	
<b>First step: Oslo to Sogndal:</b>	
Departure from Oslo Intl. airport to <u>Sogndal</u> at 08.55, 13.11 and 19.40.	
<i>Flying time</i>	50 min
<i>Price (one way ticket)</i>	from 500 NOK ((~ 63€) to 1100 NOK (~ 140€).
<i>How to book?</i>	Website for booking: <a href="http://www.wideroe.no/">www.wideroe.no/</a> <a href="http://www.sasbraathens.no">www.sasbraathens.no</a>
<b>Second step: Sogndal to Flaam by bus</b>	
Shuttle Bus from Sogndal Airport to the centre of Sogndal leaves 10 min after flights arrival. It will take you 25 min to drive to the City center. Then, you will have to take a bus to Flaam.	
<i>Travelling time</i>	1h30
<i>Price (one way ticket)</i>	around 140 NOK (~ 17.5€)
<i>More information</i>	Prices and timetable: <a href="http://www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm">www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm</a>
<b>b. By train</b>	
Departure from Oslo Central at 08.11, 10.37 and 16.07 to Flaam. You will have to change train at Myrdal, but you get the opportunity to experience the famous Flaam Railway. ( <a href="http://www.flaamsbana.no/">www.flaamsbana.no/</a> )	
<i>Travelling time</i>	6 hours
<i>Price (one way ticket)</i>	732 NOK ~ 92€
<i>How to book?</i>	You can easily book your ticket on the web: <a href="http://www.nsb.no/internet/en/index.ihtml">www.nsb.no/internet/en/index.ihtml</a>
<b>c. By express bus</b>	
Departure from Oslo bus terminal at 09.00, 14.50 and 22.00 to Flaam. You change bus in Lærdal.	
<i>Travelling time</i>	6-7 hours
<i>Price (one way ticket)</i>	around 520 NOK ~ 65€
<i>More information?</i>	Website for timetables and price: General website: <a href="http://www.nor-way.no/">www.nor-way.no/</a> From Oslo to Laerdal: <a href="http://www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/170.htm">www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/170.htm</a> From Laerdal to Flaam: <a href="http://www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm">www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm</a>

<b>2/From Bergen to Flaam</b>	
<b>A. By train</b>	
Departure from Bergen railway station at 08.40, 10.28, 13.12 and 15.58 to Flaam. You will have to change train at Myrdal, but you get the opportunity to experience the famous Flaam Railway ( <a href="http://www.flaamsbana.no/">www.flaamsbana.no/</a> ).	
<i>Travelling time</i>	around 3H
<i>Price (one way ticket)</i>	400 NOK (~ 50€)
<i>How to book?</i>	You can easily book your ticket on the web: <a href="http://www.nsb.no/internet/en/index.jhtml">www.nsb.no/internet/en/index.jhtml</a>
<b>B. By express bus</b>	
Departure from Bergen bus terminal at 09.00, 11.30, and 13.30 to Flaam. The Bus takes you directly from Bergen to Flaam.	
<i>Travelling time</i>	3 hours
<i>Price (one way ticket)</i>	around 270 NOK ~ 35€
<i>More information</i>	Information, prices and timetable <a href="http://www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm">www.nor-way.no/nbeweb/show.do?page=273&amp;url=ruter-eng/t/450.htm</a>
<i>Two other options are by air or by express boat to Sogndal, and by bus from Sogndal to Flåm. But you will not save any time nor money.</i>	

### Accommodation in the area?

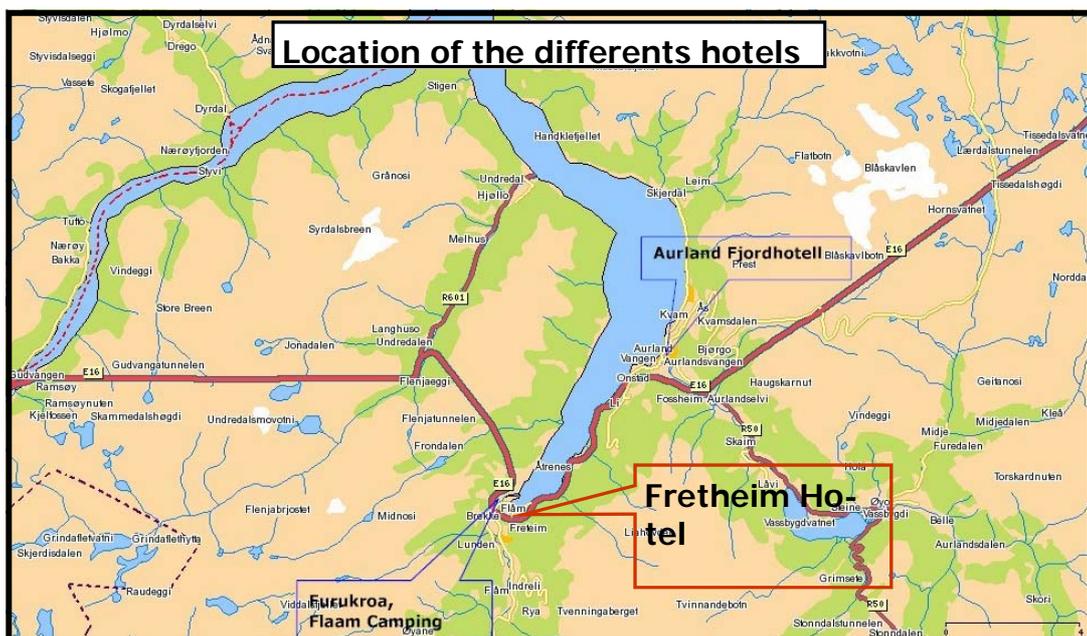
1/ The seminar will take place in **Fretheim Hotel** in Flaam. You are strongly invited to book rooms in this hotel as the Conference venue and all the activities will be located in this hotel. The prices are indicated per night and per person for the Fretheim Hotel and include the meals, except the meal of Tuesday 9 May in the evening (165 NOK, ~ 21€).

Name	Postal address	Description	Price per night (Breakfast and meals included)	Contact
Fretheim Hotel	5743 Flåm	An attractive building at the very head of the fjord. The interior is modern, light, open and inviting. A place to relax and enjoy the good things of life.	Single room NOK 1390 (~ 174€)  Double room NOK 1190 (~ 150€) per person	<b>Website:</b> <a href="http://www.fretheim-hotel.no">www.fretheim-hotel.no</a> <b>Email</b> <a href="mailto:mail@fretheim-hotel.no">mail@fretheim-hotel.no</a> <b>Phone</b> + 47 57 63 63 00 + 47 57 63 64 00

2/There are other possibilities for accommodation in Flaam or in Aurland (8-9 km from Flaam) mentioned in the following table.

**Important:** For participants who choose not to stay at Fretheim Hotel there will be conference fees (covering lunch, coffee etc.) of about NOK 300 per day (~ 38€).  
Dinner at the hotel for outsiders will cost NOK 300-350 per person (~ 38-44€).

Name	Postal addresses	Description	Price per nigh per person	Contact
Furukroa	5742 Flåm	In picturesque setting by the Fjord. Kiosk, cafe, restaurant, outdoor seating and Bed & Breakfast.	Single room NOK 690 (~ 86€)  Double room NOK 395 – 545 (~ 49-68€) per person	<b>Website</b> <a href="http://www.furukroa.no">www.furukroa.no</a> <b>Email</b> <a href="mailto:mail@furukroa.no">mail@furukroa.no</a> <b>Phone</b> + 47 57 63 20 50 <b>Fax</b> + 47 57 63 20 51
Aurland Fjordhotell	5741 Aurland	Situated in the centre of Aurland near the fjord. The Hotel has 30 rooms - 85 beds. 8-9km from Flaam. Taxi could be share by participants.	Single room NOK 745 (~ 93€)  Double room NOK 495 (~ 62€) per person	<b>Website</b> <a href="http://www.aurland-fjordhotel.com">www.aurland-fjordhotel.com</a> <b>Email</b> <a href="mailto:post@aurland-fjordhotel.com">post@aurland-fjordhotel.com</a> <b>Phone</b> + 47 57 63 35 05 <b>Fax</b> + 47 57 63 36 22
Flåm Camping	5743 Flåm	300 m from the Flåm Railway Station. <i>Cabins for 4 persons (4x)</i> No. of bedrooms: 2 Own bath, kitchen	<b>Price for whole unit:</b> NOK 700 (~ 87.5€) (no breakfast) Plus bed linen NOK 60 per person (~ 7.5€)	<b>Website</b> <a href="http://www.flaam-camping.no">www.flaam-camping.no</a> <b>Email</b> <a href="mailto:camping@flaam-camping.no">camping@flaam-camping.no</a> <b>Phone</b> + 47 57 63 21 21 <b>Fax</b> + 47 57 63 23 80



## Contact and Registration

A registration form has to be completed and sent by fax or e-mail before the **24/04/06** to Euromontana. This form will soon be available on the following websites: [www.euromountains.net](http://www.euromountains.net) or [www.euromontana.org](http://www.euromontana.org).

For any information concerning this thematic seminar or the registration, you can contact **Cécile LEVRET** at Euromontana.

Tel: + 32 2 280 42 83. Mobile (while in Norway): + 32 4 72 50 00 53

Fax: + 32 2 280 42 85

Email: [cecile.levret@euromontana.org](mailto:cecile.levret@euromontana.org)

*Other useful contacts before and during the conference:*

**Egil NESTANDE** (Sogn og Fjordane County Council): +47 57 72 32 11, mobile + 47 906 22 156

**Freitheim Hotel:** + 47 57 63 63 00

Marita NETELAND; booking manager at the Freitheim Hotel: + 47 57 63 65 22

## What is the weather in Flaam in May?

May is one of the most beautiful seasons to visit Norway. In mid-May in Flaam, normal maximum day temperature will be around 15-20 degrees. Rainfall is usually low in May.

Just check the weather and temperature in Norway before you leave!

Link: <http://www.met.no/english/index.html>

To know more about Flaam and to see some photos: [www.visitflam.com](http://www.visitflam.com)

**Have a nice travel!**

# MOUNTAIN REGION COOPERATION IN NORWAY

The following five counties participate in the **regional cooperation programme**:

Telemark, Oppland, Sogn og Fjordane, Buskerud, Hedmark.

These counties have formed a Political forum to focus on:

- a new policy for mountain regions in Norway
- exchange of national and international experience
- shaping of the political agenda internationally

The main geographical area of these five counties is considered mountainous. Even though the geographical area of the mountain region is expansive, it is small in terms of population. The mountain region stands out because of its low population density. The population in the southern part of Norway is concentrated around the Oslo fjord and along the eastern coastline. The mountain region is characterized with a large geographical area and with few inhabitants. As a result, the mountain region has specific challenges compared to other areas.



### Own political agenda

Mountain region municipalities in Norway face much of the same challenges as other European mountain regions such as in Italy and France. Through closer cooperation, we wish to influence the national government and its political parties to shape policy and have a stand on issues which concern mountain regions.

**Ivar Reinton**  
Leader of Political forum



### Rich and versatile mountain regions

The mountain regions of Norway enjoy a thriving cultural heritage. The areas offer a wide range of activities and experiences which are essential for the population to live "the good life". In the valleys, in the rural districts, in the smaller parishes and larger municipalities, the regional cultural heritage is alive and kicking – alongside the conveniences of modern society.

There is an array of events to choose from especially during the summer months. Many cultural events take place during the long summer nights when the sun never seems to set. The various happenings are so abundant and of such a high quality that we may label it "Mountain Region Culture Summer". Cultural life in the mountain region is characterized by the fact that many people in the community contribute themselves. The culture is so much alive and has such a strong position in the mountain region that it may well be the single most important factor for people considering moving to the area for the purpose of business activities, tourism and other pioneer work.

**Focus on quality products**

The production of food products within a narrow sector is one area where inter-national inspiration is vital for development. Local food production tends to contain elements of specialization, tradition and other characteristics that make it possible to manufacture, distribute and consume locally with respect to the culture and identity of the region. Products from mountain regions may also include handicrafts and small scale industry.

As with local food products, the consumer is re-discovering high quality products from local craftsmen. This gives the small scale manufacturer a chance to be successful, within traditional craft or souvenirs, where uniqueness rather than price is of greater importance.

**Optimism with local mountain products**

Product development based on the resources from local food products, handicrafts and cultural traditions may well be the salvation for the tiny rural district of Kandal. With a population of 80 people, it may now have turned the tide, halting the threat of de-population.

Jorun (29) and Paul Nygård (32) are farmers. They have 100 goats producing milk. Their farm is situated in the midst of high mountains and steep fjords in Sogn & Fjordane county. Together with the rest of their family, they have built a small meat manufacturing plant. Here they have developed several new products based on goat meat.



**A key area for alpine dairy farming**

Norway has approx. 55 000 farms in use - many of them in mountain areas. The traditional culture of the alpine pastures – with the summer grazing of animals and the production of dairy products – is an important part of the Norwegian cultural heritage and has been vital in the development and maintenance of our national identity and traditions. Our traditions within food, art and music - as well as the alpine pasture heritage - are frequently represented in tourist packages.

**Tourism in mountain areas – potential for growth**

Tourism and travel is one of the main industries in the mountain regions of Norway. The national authorities have allowed for more commercial use of the national parks. National parks cover vast areas in the mountain region counties. Public funding is available for the creation of tourism packages with a uniform approach.

Untouched nature in an extremely different landscape. Quietness and a unique collection of birds and animals. A rich cultural life in the municipalities which border to the national parks. These resources will be crucial in the future in order to develop the tourism industry in the mountain regions.



## Euromountains.net: 14 Partners from 6 countries

The partnership is composed of 14 partners represented by 11 regional authorities in 5 member nations of the European Union (Scotland, Spain, France, Italy, Portugal) and Norway. It covers many mountain regions in Europe, allowing an exchange of particularly rich experiences in each of the three themes, thereby assuring the actually European character of the actions and results of the project.

For more information, go on the website:

[www.euromountains.net](http://www.euromountains.net)



<p><b>Euromontana</b> Association Européenne pour les zones de montagne European Association for mountains areas</p>	<p><b>Diputacion de Cordoba</b> Andalucia Spain</p>	<p><b>Conseil Regional Rhône Alpes</b> Rhône Alpes France</p>	<p><b>Région Autonome Vallée d'Aoste</b> Assessorat de l'Agriculture, des Ressources naturelles et de la Protection civile Valle d'Aosta Italy</p>	<p><b>Istituto di ricerca per l'ecologia e l'economia applicate alle aree alpine</b> Lombardia Italy</p>	<p><b>Telemark Fylkeskommune</b> Telemark County Council Norway</p>	<p><b>Buskerud Fylkeskommune</b> County Council Buskerud County Council Norway</p>
<p><b>ADRAT</b> Associação de Desenvolvimento da Região do Alto Tâmega Alto Tâmega Portugal</p>	<p><b>Diputacion de Palencia</b> Castilla y León Spain</p>	<p><b>The Highland Council</b> Highlands UK</p>	<p><b>Provincia di Torino</b> Assessorato all'Agricoltura e Montagna Piemonte Italy</p>	<p><b>Provincia Autonoma di Trento</b> Assessorato alla programmazione ricerca ed innovazione Trentino Italy</p>	<p><b>Oppland fylkeskommune</b> Oppland County Council Norway</p>	<p><b>Sogn og Fjordane fylkeskommune</b> Sogn og Fjordane County Council Norway</p>