



**BUSINESS OPPORTUNITY IN NORTHERN EUROPE**  
SOCIAL ° ECONOMIC ° ECOLOGICAL



# The Future of Hunting in Northern Europe

**Second North Hunt Workshop – May 4-5, 2010**  
**Aviemore, Scotland**



# North Hunt

***The overall objective of the project is to support the development of sustainable hunting tourism that will diversify the economic activity of peripheral regions in Northern Europe.***



Northern  
Periphery  
Programme

2007-2013

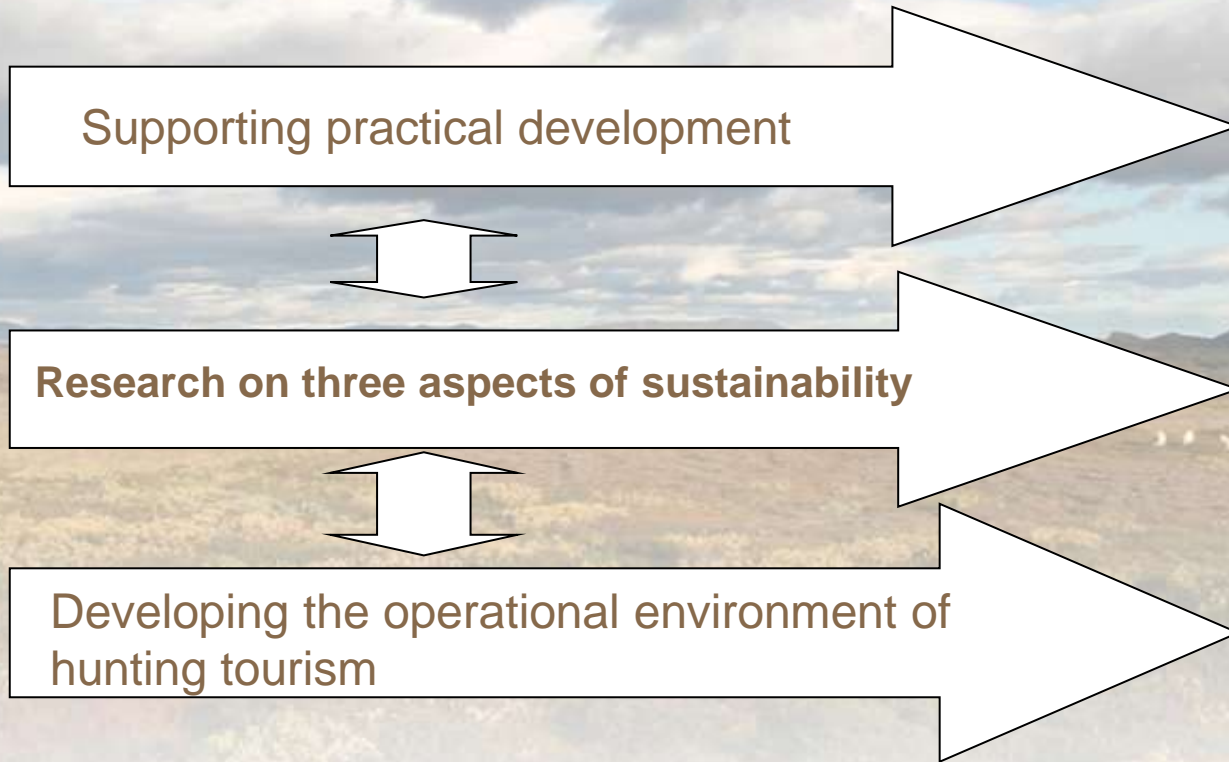
Innovatively investing  
in Europe's Northern  
Periphery for a sustainable  
and prosperous future



European Union  
European Regional Development Fund



# THE PROJECT HAS THREE DIFFERENT TYPES OF ACTIVITIES



OBJECTIVES



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European Union  
European Regional Development Fund



# THE WP-STRUCTURE

**The project's structure is as follows:**

**WP1 Management, coordination and communication (includes management, dissemination and communication and evaluation)**

**WP2 The attitude environment and social framework related to hunting tourism**

**WP3 Objective information to support SME and operational environment development**

WP3 Task 1 Sales organisation survey

WP3 Task 2 Monitoring models

WP3 Task 3 Economical potential of hunting tourism

# THE WP-STRUCTURE

## **WP4 SME and operational environment development**

WP4.1 Professional entrepreneurs in joint action

WP4.2 Influencing to the operational environment

## **WP5 Training material and support for start up-companies**



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# AFTER the North Hunt-project there should be available:

## Analysing and collecting information

- Objective knowledge on the present situation and potential of northern hunting tourism
- Analyses of good practices and business concepts of hunting tourism in different institutional settings
- Potential analyses, criteria framework and possible development plan for "Northern hunting tourism brand"
- Knowledge on the potential customer groups of northern hunting tourism
- Better understanding about the social sustainability of hunting tourism
- Educational material for the use of the sector

# AFTER the North Hunt-project there should be available:

## Practical development:

- Well established international and national networks to continue the development of the sector
- Increased level of competence among SMEs and relevant networks
- Cross-country marketing co-operation between different hunting tourism SMEs and networks
- New innovative hunting tourism products based on northern hunting culture and advanced understanding of sustainability
- Pilot courses based on the education material collected in the project

# AFTER the North Hunt-project there should be available:

## Development of the operational environment of hunting tourism:

- Common understanding on sustainable nordic hunting tourism between key stakeholders
- Better understanding on the frame conditions of hunting tourism in different institutional settings
- Stronger connection between professional tourism and hunting actors
- Objective information and best practise examples provided to stakeholders to support decision making in different levels (e.g. use of public development resources)

# The project partnership

## FINLAND



- UNIVERSITY OF HELSINKI, Ruralia Institute (PROJECT CO-ORDINATOR)  
[WWW.HELSINKI.FI/RURALIA](http://WWW.HELSINKI.FI/RURALIA)
- HAAPAVESI VOCATIONAL SCHOOL, [WWW.HAO.FI](http://WWW.HAO.FI)

## SWEDEN



- SWEDISH UNIVERSITY OF AGRICULTURAL SCIENCES, UMEÅ  
[WWW.SLU.SE](http://WWW.SLU.SE)

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- PROJECT PLANNER SUSANNA KESKINARKAUS
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### CONTACT PERSONS:

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- ASSOCIATED RESEARCHER FREDERIK DAHL
- PROFESSOR GÖRAN ERICSSON



## SWEDEN



- RURAL ECONOMY DEVELOPMENT (RED)

[WWW.HUSH.SE/BD](http://WWW.HUSH.SE/BD)

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## ICELAND



- THE RESEARCH CENTRE OF THE  
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- RESEARCHER LÁRA GUÐMUNDSDÓTTIR

## ICELAND



- ICELANDIC TOURISM RESEARCH CENTRE

[WWW.FMSI.IS](http://WWW.FMSI.IS)

- ENVIRONMENT AND FOOD AGENCY OF ICELAND

[WWW.UST.IS](http://WWW.UST.IS)

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## SCOTLAND



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- UNIVERSITY OF ABERDEEN  
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**FURTHER INFORMATION:**

**[WWW.NORTH-HUNT.ORG](http://WWW.NORTH-HUNT.ORG)**

