

Application Form

Project Description

1) Title	<p>[Max 30 characters] Culinary identity in the NORA region</p>
2) The Project's Objective	<p>[Max 500 characters/80 words]</p> <p>Culinary tourism, which combines culinary specialities and local cultural habits, is now important component of travel experiences and has the potential to attract international travelers. This project aims to highlight and use culinary identity of selected NORA regions to promote the regions and support local business to become a tourist destinations on their own, diversifying business opportunities and supporting economic growth within rural communities.</p>
3) Expected results	<p><i>Example of these could be a tangible product, a report, a study or a conference – or something completely different. How is the project expected to influence the relevant environment?</i></p> <p>Application of culinary identity of selected regions in Faroe Islands, Iceland and West Norway to position and promote individual SME's and the regions as whole a sustainable tourist destination.</p> <ul style="list-style-type: none"> • In the project the culinary identity of the selected regions will be explored through workshops and discussions, sustainable tourist packages will be developed and emphasis put on how to market and brand artisans and culinary identity. • 2-3 artisans /SME's in each region will be supported to become a destination do discover the region's culinary identity using the methodology of the the ÉCONOMUSÉE® Network Society. • The artisans will not only be able to offer quality sustainable tourism experience, they will become even more important place for the local community, a place to educate the locals on the local food production, the heritage and the culinary identity of the region. <p>Expected results are:</p> <ul style="list-style-type: none"> • More activated small-scale producers in rural areas. • Opportunities for economic growth in rural areas. • More job opportunities. • New tourism products with high value. • Added value to tourists visiting the regions as well as increased visits of tourists. • Increased revenues from tourist industry in the regions • Contribute to vitality of the communities in rural areas.
4) Target Group	<p><i>Where and within what sector will the project mainly contribute to. Who or what will benefit from the project's results.</i></p> <p>The main beneficiaries of the project are artisans / small scale produces (SME's) which will be directly supported in the project as case studies on how culinary identity can be implemented in tourism. The partners of the project have some candidate SME's in mind, the beginning of the project, final selection will be made. Food producers/service providers and actors in regional development within the participating regions can use the learnings from the project for their own promotion, product and strategy development.</p>



	The focus of the project will be on three regions, the Outer Islands (Faroe Islands), West Iceland and Western Norway.
5) Activities and cut-off dates	<p><i>Disclose relevant cut-off dates and activities during the project as well as important milestones in relation to carrying out the project.</i></p> <p>Start June 2018 - Finish June 2021</p> <p>Month 4: Selection of participating SME's finalised (M1)</p> <p>Months 6, 18, and 30: Workshops held in each country (M2, M4 and M7)</p> <p>Month 23: Opening of SME's as Economusee finished (M5)</p> <p>Month 34: Tourism marketing strategy implementing culinary identity for participating SME's ready (M8).</p> <p>Months 12, 24 and 36: First, second and third (final) year reports finished and sent to NORA (M3, M6 and M9)</p>
6) Dissemination	<p><i>How will the project's results, effects and experience be disseminated?</i></p> <p>Workshops will be held in each country each year of the project where different topics related to the project will be discussed. Openings of the new Economusee's will be advertised and results from the workshops, implementation of the culinary identity and Economusee transformations will be disseminated through meetings with stakeholders, articles, social media as well as final report.</p>
7) Potential Risks and Uncertainties	<p><i>Disclose briefly potential uncertainties and risks that can be associated with carrying out the project.</i></p> <p>Potential uncertainties include selected SME's dropping out.</p>

8) Main Partners (*Managing body*)

Organisation, type:	Útoyggjafelagið	Telephone	00298 292592
Contact Person:	Olga Biskopstø	Telephone	
Address:	Kjalarvegur 3, 700 Klaksvík	E-mail	utoyggj@gmail.com
		Website	Utoyggj.fo
Projekt Manager:	Olga Biskopstø	Telephone	00298 292592
Address:	Í Tungu 24, 513 Syðrugøta	E-mail	olgabiskopsto@gmail.com
		Website	

9) Other Partners

Organisation, type	Address, Country	Contact Person	E-mail
Matís	Vínlandsleið 12, 113 Reykjavík, Iceland	Thora Valsdóttir	thorav@matís.is



Royal Norwegian Society for Development (Norges Vel), NGO	Postboks 115, 2026 Skjetten, Norway	Turi-Britt Kuepers	turi-britt.kuepers@
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10) Budget key figures to be transferred to table 16 and 17

DKK	06. 2018/2019	06. 2019/2020	06. 2020/2021	Total budget
Outgoings for project (from table 16)				
Outgoings	1.226.220	2.396.872	2.413.239	6.036.331
Income (from table 17)				
Cash Financing Exclusive of NORA	142.043	720.961	729.146	1.592.149
Financing in the Form of Own Work	584.142	1.175.928	1.184.112	2.944.182
Amount Applied for from NORA	500.000	500.000	500.000	1.500.000
Expected Income in Total	1.226.185	2.396.889	2.413.257	6.036.331

11) Timetable

For one year projects, please state the entire project period. For multi-year projects please only state the period that is included in this application. However, the timetable for the entire project period must be stated in the project plan that must be included in the appendices to this application.

Start Date	June 2018	Completion Date	June 2021
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Timetable 1 year

Work packages	Man-months Total	Participants	Year 1											
			Months											
			1	2	3	4	5	6	7	8	9	10	11	12
WP 1: Workshops	3,1	1,2,3,4,5,6						M2						
WP 2: E. transmission and implem. of CI	6	1,2,3,4,5,6				M1								
WP 3: Knowledge exchange and dissemination	2	1,2,3												
WP 4: Project management	0,9	1,2,3												M3
Milestones (M):			Participants:											
M1: Selection of participating SME's			1: Útoyggjafelagið			4: SME's FO								
M2: Workshop 1			2: Matís			5: SME's IS								
M3: First year report			3: Norges Vel			6: SME's NO								



12) Appendices to the Application

Appendix nr.	The Title of the Appendix (for example <i>The Project Description</i>)
1	Culinary identity NORA 2018 Project description_Final
2	
3	

13) Where did you learn of NORA?

<input type="checkbox"/> Internet
<input type="checkbox"/> Newspaper advertisement
<input type="checkbox"/> The newsletter The North Atlantic
<input type="checkbox"/> Conference
<input type="checkbox"/> Information meeting or material
<input type="checkbox"/> Contact persons
<input type="checkbox"/> Other: _____

14) Date and Signature

Date	05.03.2018	Project Manager's Signature

The Application Form and Appendices are to be sent digitally to noraprojekt@nora.fo



Detailed Information

15) The Project's Description

See Culinary identity NORA 2018 Project description Final

16) The Project's Outgoings

State for the project the relevant outgoings, expenses, fees and the like. Expenses should furthermore be distributed to the relevant budget year. Transfer the amounts from a) to table 10.			
Outgoings DKK	2018-19	2019-20	2020-21
Salary, fees	965.484	1.837.056	1.853.423
Travel	141.104	141.104	141.104
Meetings			
Conferences, seminars, workshops	27.607	27.607	27.607
Disemination of results including outgoings for proof reading, translation and printing			
Evaluation			
Other Costs	92.025	391.104	391.104
a) The Total Project Budget	1.226.220	2.396.872	2.413.239
Total Project Outgoings for the Entire Period		6.036.331	



17) Financing

Financing includes financial contributions from the project partners, from other support schemes, funds or the like. The row "Total Financing" is a total of the above figures.

Sources of Finance DKK	2018-19	2019-20	2020-21
1 Own Financing, Cash (confirmed)	50.000	50.000	50.000
2 -as above (unverified)			
3 Other national resources (confirmed)			
4 -as above (unverified)	92.043	670.961	679.146
5 Other Nordic Resources (confirmed)			
6 -as above (unverified)			
7 Other (confirmed)			
8 -as above (unverified)			
a) Cash financing in total (Suma- rize 1-8)	142.043	720.961	729.146
b) Own Financing, own work (ta- ble 18)	584.142	1.175.928	1.184.112
c) NORA support applied for	500.000	500.000	500.000
Total financing for the ENTIRE PERIOD a+b			4.536.331
Total applied for NORA support for the ENTIRE PERIOD			1.500.000

18) Financing in the form of own work

Is own work included in the budget? Disclose hourly rate; number of hours; total amount a year; the periods total amount. Transfer the total amount to table 17 b).

Partner	DKK/ hour	2018-19		2019-20		2020-21		Total DKK
		Number of Hours	DKK total	Number of hours	DKK total	Number of hours	DKK total	
Útoyggjafelagið	625	403	251.875	663	414.375	715	446.875	1.113.125
Matís	859	351	301.509	559	480.181	572	491.348	1.273.038
Norges Vel	700	299	209.300	611	427.700	572	400.400	1.037.400
SMEs FO	400	169	67.600	429	171.600	429	171.600	410.800
SMEs IS	400	169	67.600	429	171.600	429	171.600	410.800
SMEs NO	400	169	67.600	429	171.600	429	171.600	410.800
Total		1.560	965.484	3.120	1.837.056	3.146	1.853.423	4.655.963
Total financed as own work			584.142		1.175.928		1.184.112	2.944.182



19) Notes from the applicant to the financing (17-18) and the project's outgoings (16)

See Culinary identity NORA 2018 Project description Final

Culinary identity in the NORA region

A transmission of local producers of traditional food to high-quality culinary and tourist enterprises

Application to NORA

March 2018



Coordinator: Olga Biskopstø, Útoyggjafelagið, Faroe Islands

Útoyggjafelagið, Faroe Islands

Matís, Icelandic Food and Biotech R&D

Norges Vel, The Royal Norwegian Society for Development

The goal of the project / Objective

Culinary tourism, which combine culinary traditional specialities and local cultural habits, is now important component of travel experiences and has the potential to attract international travelers. The project aims at highlighting and reinforce rich culinary heritaged identity of selected NORA regions through artisans and SMEs in the food sector. The culinary identity is to be used as tourism marketing strategy for each individual SME and the region, as well as for their development strategy.

To obtain this we want to use the Economusee concept¹ to develop high quality and authentic tourist experiences. This will also contribute to economical growth for artisans, SMEs and geographic region. An other important aspect of the Economusee concept is in the preservation of coastal culinary culture, artisan knowledge and food specialities. In addition to preserving artisan culture heritage for new generations, the Economusee concept also includes requirements of innovation and product development within food based on traditional methods and/or techniques. Economy growth is expected through paid guided tours, historytelling, viewpoint to living artisan workplace, culinary traditional specialities to taste, meals and culinary souvenirs which will give possible new job oppurtunities.

What is new in the project?

Highlighting and applying Culinary identity using the Economusee concept is a new approach for promotion and regional development in the NORA region. It supports sustainable tourism and its focus on the cultural heritage of the region and SME's/artisans, emphasizes the creativity, knowledge and talents of individuals within the region and at the same time supports their economic potential.

Among different activities such as participation on concerts, cultural tourism is also about immersing themselves and enjoying the local lifestyle including all the factors that make up the identity and distinctiveness of a local community. Tourism products/packages are to be developed based on existing resources with a supplement of content wich gives value added to the tourist. Culinary identity is important to the North Atlantic culture, and in the intersection between culture, traditional local foodproduction and tourism we will find an interesting potential of inovation and economic growth. Tradition, regional food spezialities and high-quality foodproducts makes it possible to create sustainable tourism packages with a North Altantic culinary indentity.

The Norwegian white paper from the Government (Meld. St. 19 2016-2017) states that they will prepare a strategy for cultural and tourism, focusing on cultural tourism². In 2017 the Norwegian ministry of Acriculture developed a strategy focusing on food as a part of the tourism³. The Norwegian governmental authorities are positive to the Economusee model as they emphasis culture heritage, business development and tourism. The approach fits as well to the focus the Faroese government

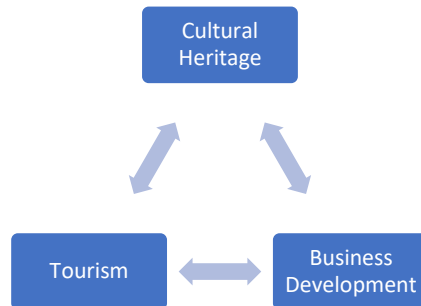
¹ www.economusee.com

² <https://www.regjeringen.no/contentassets/95efed8d5f0442288fd430f54ba244be/no/pdfs/stm201620170019000dddpdfs.pdf>

³ <https://www.regjeringen.no/contentassets/95ba7af6a5894bd69c30f204fe53b549/strategi---opplevingar-for-ein-kvar-smak-2017.pdf>

has put on food and culture⁴ and the pilot project “Iceland’s Culinary Treasures” at the Icelandic Ministry of Fisheries and Agriculture⁵.

The concept of Economusee is viewed as such:



Each Economusee offers a unique experience, inviting visitors to watch artisans at work, learn about the history of their craft and the heritage of the traditional skill. The visitors get deeper understanding of the value of the craftsmanship and get opportunity to buy products and services within the region supporting its sustainability.

Using the Economusee concept gives a structured approach to development of an SME and makes sure the experience will be of high quality.

To become an ÉCONOMUSÉE®, an enterprise must meet selection criteria and integrate fundamental components into its premises:

- Reception area where visitors are welcomed
- Workshop where visitors can see the artisans at work and exchange with them
- Interpretation space on traditional know-how
- Interpretation space on contemporary know-how
- Document centre
- Boutique

Visit to an Economusee has a genuine value, representing local nature and culture. Culinary identity in combination with the Economusee experience is a unique combo. The visitor gets opportunity to get in direct contact with the locals, experience local specialties at the location but will as well get the opportunity to use all its senses in order to explore the holiday destination and bring back some interesting memories. Memories, not only possible to eat, but also possible to listen to, smell and feel.

The project offers artisans/ SME's a tool to develop high quality and authentic tourist experiences, diversifying job opportunities within the region and contribute to economic growth for artisans, SMEs and geographic region.

⁴ <http://www.uvmr.fo/fo/kunning/tidindi/uttanrikisvidurskifti-og-matvorupolitikkur-a-skra-i-naestu-viku/>

⁵ <https://mataraudur.is/en/>

Who will benefit from the project?

The main beneficiaries of the project are artisans / small scale produces (SME's) which will be directly supported in the project as case studies on how culinary identity can be implemented in tourism. The partners of the project have some candidate SME's in mind, the beginning of the project, final selection will be made. Food producers/service providers and actors in regional development within the participating regions can use the learnings from the project for their own promotion, product and strategy development.

The focus of the project will be on three regions, the Outer Islands (Faroe Islands), West Iceland and Western Norway.

Faroe Islands consists of 18 islands, of which 17 are inhabited. Today approx. 80% of the islands are connected by bridges and underwater tunnels. Eight of the smallest islands are called the **Outer islands**. These islands are small, slightly astray, and are only linked to the mainland by boat or helicopter. Service on the islands is low, there are few jobs, and most live by keeping sheep. It is especially families with children who leave the outer islands. This upsets the natural population balance. It hampers both industrial progress and community life on the islands.

The best chance for survival is to do something extraordinary and raise awareness of new opportunities. That is, among other things, to recognize that small islands are authentic, have a wonderful nature, culture and history and can be attractive to "eco-tourists." Útoyggjafelagið has seen opportunities in "green growth and sustainable tourism". In this context, emphasis has been put on natural foods: local food made from local produce. This implies a qualitative development of food - organic, quality, diversity in manufacturing, gourmet production, food culture, slow food, more value creation in the food industry, local produce, tourism products, food experiences etc.

Candidate case studies in Faroe Islands:

The life on these "isolated" islands has not changed much over the years. Daily life traditions are kept alive, including the food traditions. This makes a visit to a small island, a particularly authentic experience for most tourists. Therefore, the islands have become attractive tourist destinations. For the habitation and economy of the islands benefitting from tourism, it is vital that there is a range of products and services available at the islands based on the locals. Here, the local food culture will be a good authentic product.

In **West Iceland** there are 10 municipalities that cover 9.555km². The northern part of the region is defined as defense area: "generally small and rural and have mostly difficult transportation and significant reduction in population."⁶ The area has great potential in tourism, the furthest part not much more than 200 km away the capital area. There has been extensive growth and development in tourism in the region since 2010. In the parts of the region where most tourism is, population growth has however decreased. If it wouldn't have been for the tourism growth, number of inhabitants would have decreased even more in those parts.⁷

⁶ Þóroddur Bjarnason (2010). Mannfjöldi, samgöngur og búseturþróun. Akureyri: Háskólinn á Akureyri.p.10.

⁷ Guðveig Eyglóardóttir (2016). Áhrif ferðapjónustu á íbúáþróun á Vesturlandi 2010 – 2015. Lokaritgerð til BA gráðu í ferðamálafræði, Háskólinn á Hólum.

In the West Iceland Growth Agreement⁸ two of five main objectives are to: (1) Develop sustainable tourism with emphasis on the cultural heritage of West Iceland and natural protection and (2) Support local food initiatives both from agricultural and marine sector.

Candidate case studies in West Iceland:

Iceland's West is expansive and encompasses a variety of different landscapes. The islands of Breiðafjörður are a treasure trove of food where fishing and the use of natural resources have gone hand in hand for centuries. The fish, seals, whales and the birds have been a key factor in the lives of the population. Marine vegetation has been used for generations with shellfish gaining popularity in recent times. Sheep graze along the shore giving them a special and desirable flavor. Dairy products, mainly cheese, are produced in Dalir. Borgarfjörður is known for its strong agriculture and plentiful salmon rivers.

To express the diversity of the region, we have identified possible candidates: sheep farmer, goat farmer, fermented shark producer and vegetable producer. The sheep and goats are of the ancient Icelandic breed, the goats on the verge of extinction. Efforts are now being made to increase their economic potential. The fermented shark is a traditional product, shark cured with a specific fermentation process and hung to dry for several months. The high geothermal activity found in the region has given opportunities for green house vegetable production, adding to the diversity of the food production.

Western Norway is a coastal region with main industries like petroleum/oil-related industry, fishery, maritime affairs, metal production and farming. Due to recently sudden sharp decline in oil prices, the western coast of Norway was hit by a financial recession. Today the county Møre og Romsdalen is still affected by the crises with consequences in decreased financial income and wealth creation. Furthermore, tourism is an important activity for both urban and rural parts of the region. The dramatic landscape with deep fjords, its historical heritage and authentic local food traditions make the region a popular sustainable tourist destination. The strategy of the region is to become the most attractive and profitable tourist destination in Norway.

Candidate case studies in Western Norway:

Norwegian culinary culture is based on the long coastline, mountains, wilderness and the need for conserved materials for long storage and transportation. Already during the 1000 century cod and herring was traded from Northern Norway to Europe. Some of the Western Norwegian traditional culinary heritage is fishproducts like stockfish, klippfisk, dried/salted whitefish and smoked fish.- In Norway it is called *klippfisk*, which literally means "cliff-fish". Traditionally it was dried outdoors by the wind and sun, often on cliffs and other bare rock-faces. Today stockfish is usually dried indoors with the aid of electric heaters. Before it can be eaten, salt cod must be rehydrated and desalinated by soaking in cold water for one to three days, changing the water two to three times a day. Stockfish can be used in a wide variety of recipes and the most famous is Bacalao.

Norway had various cheese traditions, and many of the cheeses were made by small mountains farms. Some of the traditions were almost forgotten during the industrialization of the Norwegian agriculture sector. In the newer time the productions of artisan cheese inspired by old traditions are again made by small farmers and mountains farmers using the milk from their own cows or goats. The quality of

⁸ http://www.vaxtarsamningur.is/default.asp?Sid_Id=35149&tId=1

the Norwegian artisan cheese products reaches high standard and many of the producers are award winning national and international.

What is the advantage of carrying it out as a transnational project in the NORA region?

Food production in the NORA area has a long history where traditions and food cultures have developed independently over the decades, giving each country and region their own characteristics. Despite of the differentiation, North Atlantic food production has a lot in common. Clean, cold environment and spectacular nature rich in natural resources, strong sustainable fisheries and growing agriculture, long winters and large rural areas. This makes the North Atlantic area very special and different from other parts of the world. The specialty of the area makes it very interesting for tourists from all over the world to visit. Number of tourists visiting the area has grown year by year, a fact that creates great opportunities.

Applying the Economusee concept in regional development has been tested in the participating countries. It has been quite successful in Western Norway and Faroe Islands, where 14 and 6 Economusees are established respectively. In Iceland, the development has been slower, with 4 Economusees established. Experience is that shown that development has been most successful where several Economusee's are relative close to each other: they can form a cluster for cooperation and travel routes can be created for tourists. Therefore, in this project, focus is put on development of Economusee's within regions that already have established Economusee (s). In Outer islands are now two Economusee, in West Iceland are three and in Western Norway are 14.

The Economusee concept was originally developed in Quebec 25 years ago and has been used there in regional development with great success. The association has grown through the years and is now international with members in 8 countries: www.economusee.com

Being now at a critical mass, the artisans in Western Norway have recently formed an association to strengthen their cooperation, especially in marketing and packaging, "*Artisans at work Economusee Norway*". Lessons learned from the development process in Western Norway are valuable for other NORA regions. **How can a region use a concept such as Economusee to create an innovative and sustainable tourism product, stimulate entrepreneurship and create new job opportunities supporting regional development?**

The Faroe Islands, despite the low population, has been recognized for its high standard in regard to food, being the winner of the 2017 EMBLA Nordic FoodAwards, in three of seven categories: Nordic Food Destination, Nordic Food Producer and Nordic Food Artisan⁹. How has this country of small islands and population reached this far? Has the focus on natural food, local food made from local produce had this impact?

Following volcanic eruption in 2010 which made Iceland known worldwide, massive tourism campaign was launched. The result was one none had expected, a tourism bomb with more than 20% increase

⁹ <http://no.emblafoodaward.com/>

annually since 2011¹⁰. The country was not ready for this rapid increase, especially not the most popular destinations in the south. To spread the stress, different destinations within the country need to be emphasized, how do you do that? **How do you get tourist to visit other places than those best known and how to stimulate that the value from each tourist is left within local community? How to express the local identity of food?**

We believe by working together, sharing capabilities and experiences the competence within the region can be raised. Together, testing and sharing in each region how to highlight and use culinary identity in tourism and regional development will give valuable learnings for the region as whole.

Expected results from the Project

How does a region or an artisan/SME attract visitors? How can they offer a unique experience?

A region's Culinary Identity is made up of the region's prevailing flavors, geography, history, ethnic diversity and culinary etiquette. The combination of these elements defines and unites a people, culture, and cuisine as one distinct group. Each region has therefore its own unique culinary identity. When tourist/consumers visit a new country or a region they want to get in touch with they place, quite often through food with regional identity. But where do they go, where do they get in touch with the local people and learn and taste the view?

This project aims to highlight and use culinary identity of selected NORA regions to promote the regions and support local business to become a destination on their own, diversifying business opportunities and supporting economic growth within rural communities. This will be done by:

- Assisting SME's to raise the quality of their services, offer new tourism packages and set a tourism strategy based on culinary identity.
- Showcase how an innovative and sustainable tourism product can be created, entrepreneurship stimulated and new job opportunities created supporting regional development
- Creating new, attractive tourism products that will get tourist to visit other places than those best known and stimulate that the value from each tourist is left within local community.
- Showcasing how the local identity of food can be expressed.
- Highlighting the role of food producing artisans / SME's in the vitality of the regional communities.

Expected results are:

1. More activated small-scale producers in rural areas.
2. Opportunities for economic growth in rural areas.
3. More job opportunities.
4. New tourism products with high value.
5. Added value to tourists visiting the regions as well as increased visits of tourists.
6. Increased revenues from tourist industry in the regions

¹⁰ <https://www.ferdamalastofa.is/static/files/ferdamalastofa/Frettamyndir/2017/juli/tourism-in-iceland-2017-9.pdf>

7. Contribute to vitality of the communities in rural areas.

Why bank on culinary identity as a form of tourist positioning?

The dining experience has become an important component of travel, and related products have the potential to attract international travelers. A destination wishing to develop its culinary tourism must create an identity relating to the culinary specialties and cultural habits of its region and the origins of its population. "When food becomes inseparable from the destination, the branding of culinary tourism is effective, and the marketing strategy becomes profitable."

What are the tangible outcomes expected from the project?

Application of culinary identity of selected regions in Faroe Islands, Iceland and West Norway to position and promote individual SME's and the regions as whole a tourist destination. In the project the culinary identity of the selected regions will be explored through workshops and discussions, tourist packages will be developed and emphasis put on how to market and brand artisans and culinary identity.

2-3 artisans /SME's in each region will be supported to become a destination do discover the region's culinary identity using the methodology of the ÉCONOMUSÉE® Network Society.

The artisans will not only be able to offer quality tourism experience, they will become even more important place for the local community, a place to educate the locals on the local food production, the heritage and the culinary identity of the region.

How does the project contribute to the development of the North Atlantic?

Tourism is increasing rapidly in various northern areas. People are searching for new destinations where they can experience breath taking, northern lights, space, clean water and air. Rural areas in the North Atlantic have a vibrant and dynamic culture with respect for traditions. By strengthening local food production and culinary experiences can be combined to this concept providing a totally new and more fulfilling experience for the tourist at the same time increasing revenues of local producers in rural areas.

Availability of high quality local culinary experiences both increases the appeal of rural areas as a destination for tourists as well as being a good way to create revenues from the tourist industry in rural areas. Increasing the value of each tourist visit as well as increasing the number of visits can have a substantial impact on the economic growth in these areas, benefiting rural businesses and communities.

The participating countries/regions have similar culture, are sparsely populated with changing demographics impacting regional innovation capacity. The project offers an innovative approach to regional development which can easily be transferred to other NORA regions.

How will you disseminate the results from the project?

Workshops will be held in each country each year of the project where different topics related to the project will be discussed. Openings of the new Economusee's will be advertised and results from the workshops, implementation of the culinary identity and Economusee transformations will be disseminated through meetings with stakeholders, articles, social media as well as final report.

Project description, implementation and organization

The project is organized as a three-year project. In the following pages the work packages (WP) are described in detail. Person months for each year are indicated. The project consists of four interacting work packages (WP):

WP 1 – Workshops

WP 2 – Economomusee transmission and implementation of culinary identity within the region

WP 3 – Knowledge exchange and dissemination

WP 4 – Project management

On the following pages, each work package is described in detail.

WP 1 – Workshops					
Start month: 1			End month: 36		
Participants	Útoyggjafelagið	Matís	Norges Vel	SME's	PM Total
Man-months	2,2	2,2	2,2	2,7	9,3

Lead partner: Matís

Objective

The objective of the workshops is to get new ideas, learn and discuss how to highlight and reinforce rich culinary heritage identity through artisans and SMEs in the food sector. The aim is to apply culinary identity for the development and the tourism marketing strategy, for each participating SME and the region as whole (in WP2).

Description of work

Three workshops will be held focusing on different aspects. Specialist will be invited to give talk on specific subject. Part of the workshops will be open to all interested, and part closed for participants within the project and key stakeholders. Below is a brief outline of the workshops. Note these are still ideas to be further developed when the project starts.

Workshop 1 - Culinary identity. West Iceland. Autumn 2018.

Objective: Ways to map culinary identity (1-2 days).

- How to build culinary identity – Experience from Canada
- Gastronomy – partner for product development, sales, promotion and branding culinary identity. Presentation from chefs, entrepreneurs
- Research and development within culinary identity? - Update
- Presentation of the participants and their businesses ideas
- Team workshop in groups: How to create and assemble culinary culture identity?
- Preparation of food/meal (with a chef)
- Visit to one of the local participants in the project

Workshop 2. Develop packages for tourists. West Norway. Autumn 2019

Objective: How to add value to the target group, how become easily accessible?

- Presentation of the typical culture and culinary tourist
- Research and development within cultural tourism? - Update
- Definition of target market and identification of target customer
- Understanding the methodology of market oriented work (Understanding and mapping the needs of the customer)

- Principals of packeting (transportation, accommodation, dining, other tourist attractions, collaborators, pricing)
- Teamworkshop in groups: Packeting a culinary product as Economusee as the main attraction
- Visit one of the local participants in the project

Workshop 3 - Marketing and Branding artisans and culinary identity. Faroe Islands. Autumn 2020.

Objective: How to communicate and get customers

- Definition of target market and identification of target customer
- How to communicate to the target market?
- Branding Management
- Social Media – Facebook, Instagram, Snapchat, blog etc
- Marketing Activities
- Other activities
- Teamworkshop in groups: Outline a communication and activities strategy/plan
- Visit one of the local participants in the NORA project

Cost

Cost of WP 1 is project partners salaries 19,3 man-months (1209 hours), travel cost for project partners, and selected small-scale producers from each country, 165.644 DDK and external costs related to meetings (facilities, speakers fee, speakers travel etc.) 46.012 DDK.

Deliverables

Workshops held in each country (M2, M4 and M7).

WP 2 – Economusee transmission and Implementation of culinary identity within the region					
Start month: 1			End month: 34		
Participants	Útoyggjafelagið	Matís	Norges Vel	SME's	PM Total
Person months	7	7	7	27	42

Lead partner: Norges Vel

Objective : To assist SME's / artisans to develop their business further with the aim to offer high quality and authentic tourist experiences based on the artisan craft and culinary identity of their region.

Description of work

The Economusee model will be used as a structured approach in the development process. Divided in four main tasks, project partner in each country will assist/guide the SME's.

Task 1. Feasibility study and Approval. To ensure the quality of experience the artisans can potentially offer, feasibility study is conducted as an application to the Economusee International association.

Task 2. Financing. Transmission formation to become an Economusee can be costly. Therefore, additional funding will be sought in each country to cover part of the costs.

Task 3. Transformation. The Economusee model has six elements that need to be presented in one way or another within the premises of the artisan. 1. Reception where guests are welcomed, 2. Workshop/production area where guests can see the artisan(s) at work, the craft made. 3. Presentation of the history, culture aspect of the craft. 4. Presentation of the modern/innovation aspect of the craft. 5. Documentary/library where guests can learn more about the craft and the artisan. 6. Shop where guests can buy the products made at the premises. Specialists such as designers, historians etc. will be hired to assist in the development process.

Task 4. Implementation of the culinary identity in the region. One of the main criteria for artisan/SME selection is that it is a potential representative of the culinary identity of its region, through the methods, raw material and/or cultural heritage. Being selected, in the transformation process, emphasis will be put on implementing culinary identity based on the learnings from the first workshop. Lessons learned in the second and third workshops will be used to develop tourism marketing strategy for each SME.

Cost of WP 2 is project partners salaries 42 man-months (5460 hours), domestic travel cost for all partners, 36.810 DKK. External costs related to the transformation of the SME's such as specialist work, changing premises etc. 391.104 DDK. SME's / partners in each country will apply for local co-funding to support part of the development work.

Deliverable

SME's / artisans selected for participation (M1).

SME's transformed to Economusee, openings (M5).

Tourism marketing strategy implementing culinary identity for participating SME's (M8).

WP 3 – Knowledge exchange and dissemination					
Start month: 6			End month: 36		
Participants	Útoyggjafelagið	Matís	Norges Vel	SME's	PM Total
Man months	3	1,5	1,5		6

Lead partner: Útoyggjafelagið

Objective

To share the learnings from the project among stakeholders within the region.

Description of work

Openings of the new Economusee's will be advertised and results from the workshops (WP1), implementation of the culinary identity and Economusee transformations will be disseminated through meetings with stakeholders, articles in local media, social media as well as final report.

Cost

Cost of WP 3 is project partners salaries 6 man-months (780 hours).

Deliverable

Press release with the opening of each new Economusee

Articles in local media

WP 4 – Project management					
Start month: 1			End month: 36		
Participants	Útoyggjafelagið	Matís	Norges Vel	SME's	PM Total
Person months	1,5	0,7	0,7		2,9

Lead partner: Útoyggjafelagið

Objective: Integration and ensuring that all work packages are on schedule and according to budget.

Description of work

The role of this WP is to manage finances and to make sure that participants follow the time plan. Work on reports and reporting to NORA is included under this WP. Project meetings will be held regularly every three months via Skype and once a year a physical meeting adjacent to the workshops.

Cost

Cost of WP 3 is project partners salaries 2,9 man-months (377 hours).

Deliverables

1. Meeting minutes.
2. First, second and third (final) year reports to NORA (M3, M6 and M9).

How is the project managed?

The project will be coordinated by Olga Biskopstø, Útoyggjafelagið, Faroe Islands. Other partners are Mátis, Icelandic Food and Biotech R&D, represented by Thora Valsdottir and Norges Vel, The Royal Norwegian Society for Development, represented by Turi-Britt Kuepers Exchange of information will be emphasized in the project. Project meeting will be held regularly every three months via Skype and once a year a physical meeting adjacent to the workshops. See workpackage 4.

How will the project impact on the field of work?

The project will assist SME's to raise the quality of their services, offer new tourism packages and set a tourism strategy based on culinary identity thereby increasing their competitiveness and professionalism. These will be used as show cases and will give valuable learnings for the region as whole.

How will the results be delivered?

The results from the workshops (WP1), implementation of the culinary identity and Economusee transformations (WP2) will be delivered through meetings with stakeholders, articles in media, social media as well as final report (see workpackage 3).

Partners and their Role in the Project

The project includes partners from three NORA countries

Útoyggjafelagið (Outer Island Association) is an association of the population of the eight of the smallest islands in Faroe islands, established in 2001. The aim of the association is to work for development, growth and welfare in the small islands, and not least the perforated depopulation. Útoyggjafelagið is partly financed by the member payments and public support. The association also seeks support from foundations, public and private sources for projects.

Útoyggjafelagið focuses on (1) improving the conditions for employment, (2) improving the infrastructure, with special emphasis on better vessels and increased frequency by boat and helicopter, (3) expand the health service, (4) develop educational opportunities, (5) social welfare, (6) mobilize the population and to support innovation and local initiatives, (7) foster co-operation and networking on the islands, between islands, with the rest of the country and the world. The association see the development of small islands in the Faroes as a development of the Faroese community as a whole. Economic growth is closely linked to innovation and alternative solutions.

Útoyggjafelagið is the Faroese representative of the ÉCONOMUSÉE® Network Society.

Contribution to the project: Útoyggjafelagið is the coordinator of the project, Olga Biskopstø and will lead workpackages 3 and 4. Útoyggjafelagið will manage the work in Faroe Islands: select participating SME's, manage the Economusee transformation and culinary identity implementation. Manage the workshop held in Faroe Islands and disseminate the results of the project within Faroe Islands. Útoyggjafelagið is a valuable partner through its experience in regional development, experience and knowledge in transmission of Economusees.

Matís – Icelandic Food and Biotech R&D (www.matis.is) is a non-profit institute under the Ministry of Industries and Innovation. Matís employs 100 people today, and has grown from approximately 70 employees in 2007. The role of Matís is to engage in food research, innovation and safety to increase the value of food through research, development, dissemination of knowledge and consultancy. Matís multidimensional activities include innovation and R&D regarding consumers, food analysis (chemical analysis and microbiology), food processing, biotechnology and genetics.

The needs of local communities are important to Matís. In recent years Matís has been gathering knowledge to support local food production. For example, Matís has run local food innovation centers (FIC) at two rural locations in Iceland in addition to FIC at the headquarters in Reykjavík. Now, FIC are run at several rural locations by locals, having had start-up guidance from Matís. The main objective of Matís operations in this sector is to support and help build-up small scale production of food and to create value in different sectors in the food industry through highly focused research projects. Matís is the Icelandic representative of the ÉCONOMUSÉE® Network Society.

Contribution to the project: Matís, represented by Thora Valsdottir, will lead workpackage 1. Matís will manage the work in Iceland: select participating SME's, manage the Economusee transformation and culinary identity implementation. Manage the workshop held in Iceland and disseminate the results of the project within Iceland. Matís is a valuable partner through its experience in small scale food production, experience and knowledge in transmission of Economusees. Matís will work in close cooperation with the West Iceland Regional Office (www.ssv.is).

The Royal Norwegian Society for Development (Norges Vel) is an independent nonprofit organization established in 1809, and is Norway's oldest nationwide organization. Norges Vel works with sustainable business development within agriculture, aquaculture and renewable energy. Norges Vel works as well with future oriented advisory roles within nature and culture focused business development. Through sustainable projects Norges Vel contributes to value creation in communities, believing that a smoothly running society is dependent on thriving smaller communities.

Norges Vel primary focuses nationally and internationally is: (1) Agriculture and environment, (2) Aquaculture and fishing, (3) Food, culture and experiences, (4) Renewable energy and climate and (5) Entrepreneurship and cooperation. Norges Vel the Norwegian representative of the ÉCONOMUSÉE® Network Society.

Contribution to the project: Norges Vel, represented by Turi-Britt Kuepers, will lead workpackage 2. Norges Vel will manage the work in Norway: select participating SME's, manage the Economusee transformation and culinary identity implementation. Manage the workshop held in Norway and disseminate the results of the project within Norway. Norges Vel is a valuable partner through its experience in business development from idea to marketing and communication, experience and knowledge in transmission of Economusees, secretariat for the association of the "Artisan at work Economusee Norway", process understanding, market knowledge and authority influence.

[Can the project with advantage include partners from its neighboring regions to the west such as Canada and Scotland?](#)

The ÉCONOMUSÉE® Network Society, located in Canada will be supporting partner in the project, giving advice through participation in the workshops. The ÉCONOMUSÉE® Network Society has recently run a pilot project on Culinary identity initiative designed to explore culinary identity as a driving force for tourism development. For nearly four years now, it has been obvious to the ENS that some of its agri-food artisans embody, through their know-how and their products, the culinary identity of their neck of the woods. The ÉCONOMUSÉE® then becomes a showcase of this identity.

The pilot project, carried out in close collaboration with the two artisans in Quebec, was intended to test the incorporation of interpretation, sampling, and experimentation space and, above all, to create a model know-how transfer space related to culinary heritage and identity, in this case, showcasing the typical Quebec sugar shack meal. The components of this CULINARY SPACE will showcase traditions and know-how related to the creation and consumption of the sugar shack meal menu, the traditional activities related to this meal, and their contemporary offshoots.

The ÉCONOMUSÉE® Network Society believes that the approach of sharing and passing on the culinary identity of a place or a group of people will, in the short term, attract visitors and create a tourist attraction while preserving and sharing this identity over the long haul.

The learnings from this pilot project will be shared in the project workshops and advice given on how to showcase a product, dish, or practice designated as part of the intangible heritage via artisans who draw inspiration from the past to create new dishes.

Timetable and milestones

Timetable and milestones are shown below:

Work packages	Man-months Total	Participants	Year 1												Year 2												Year 3											
			Months												Months												Months											
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
WP 1: Workshops	9,3	1,2,3,4,5,6	M2												M4												M7											
WP 2: E. transmission and implem. of CI	42	1,2,3,4,5,6	M1																								M5											
WP 3: Knowledge exchange and dissemination	6	1,2,3																									M8											
WP 4: Project management	2,9	1,2,3	M3												M6												M9											
Milestones (M):																											Participants:											
M1: Selection of participating SME's			M4: Workshop 2												M7: Workshop 3												1: Útoyggjafelagið											
M2: Workshop 1			M5: Opening of SME's as Economusee												M8: Tourism marketing strategy												4: SME's FO											
M3: First year report			M6: Second year report												M9: Final report												2: Mátis											
																											3: Norges Vel											
																											6: SME's NO											

The project spans three years in total. All participants will work together in WP 1-4. Mátis will lead the work in WP 1, Norges Vel will lead the work for WP2, Útoyggjafelagið will lead the work in WP3. Útoyggjafelagið is responsible for the project management WP 4.

Nine milestones are identified:

M1: Selection of participating SME's finalised; month 4

M2, M4 and M7: Workshops held in each country; months 6, 18 and 30 respectively.

M5: Opening of SME's as Economusee finished; month 23.

M8: Tourism marketing strategy implementing culinary identity for participating SME's ready; month 34.

M3, M6 and M9: First, second and third (final) year reports finished and sent to NORA; months 12, 24 and 36 respectively.

Budget

Budget key figures (table 10 in application form).

DKK	06. 2018/2019	06. 2019/2020	06. 2020/2021	Total budget
Outgoings for project (from table 16)				
Outgoings	1.226.220	2.396.872	2.413.239	6.036.331
Income (from table 17)				
Cash Financing Exclusive of NORA	142.043	720.961	729.146	1.592.149
Financing in the Form of Own Work	584.142	1.175.928	1.184.112	2.944.182
Amount Applied for from NORA	500.000	500.000	500.000	1.500.000
Expected Income in Total	1.226.185	2.396.889	2.413.257	6.036.331

The Project's Outgoings (table 16 in application form)

State for the project the relevant outgoings, expenses, fees and the like. Expenses should furthermore be distributed to the relevant budget year. Transfer the amounts from a) to table 10.			
Outgoings DKK	2018-19	2019-20	2020-21
Salary, fees	965.484	1.837.056	1.853.423
Travel	141.104	141.104	141.104
Meetings			
Conferences, seminars, workshops	27.607	27.607	27.607
Disemination of results including outgoings for proof reading, translation and printing			
Evaluation			
Other Costs	92.025	391.104	391.104
a) The Total Project Budget	1.226.220	2.396.872	2.413.239
Total Project Outgoings for the Entire Period	6.036.331		

Financing (table 17 in application form)

Financing includes financial contributions from the project partners, from other support schemes, funds or the like. The row "Total Financing" is a total of the above figures.			
Sources of Finance DKK	2018-19	2019-20	2020-21
1 Own Financing, Cash (confirmed)	50.000	50.000	50.000
2 -as above (unverified)			
3 Other national resources (confirmed)			
4 -as above (unverified)	92.043	670.961	679.146
5 Other Nordic Resources (confirmed)			
6 -as above (unverified)			
7 Other (confirmed)			
8 -as above (unverified)			
a) Cash financing in total (Sumarize 1-8)	142.043	720.961	729.146
b) Own Financing, own work (table 18)	584.142	1.175.928	1.184.112
c) NORA support applied for	500.000	500.000	500.000
Total financing for the ENTIRE PERIOD a+b			4.536.331
Total applied for NORA support for the ENTIRE PERIOD			1.500.000

Financing in the form of own work (table 18 in the application form)

Is own work included in the budget? Disclose hourly rate; number of hours; total amount a year; the periods total amount. Transfer the total amount to table 17 b).								
Partner	DKK/ hour	2018-19		2019-20		2020-21		Total DKK
		Number of Hours	DKK total	Number of hours	DKK total	Number of hours	DKK total	
Útoyggjafelagið	625	403	251.875	663	414.375	715	446.875	1.113.125
Matís	859	351	301.509	559	480.181	572	491.348	1.273.038
Norges Vel	700	299	209.300	611	427.700	572	400.400	1.037.400
SMEs FO	400	169	67.600	429	171.600	429	171.600	410.800
SMEs IS	400	169	67.600	429	171.600	429	171.600	410.800
SMEs NO	400	169	67.600	429	171.600	429	171.600	410.800
Total		1.560	965.484	3.120	1.837.056	3.146	1.853.423	4.655.963
Total financed as own work			584.142		1.175.928		1.184.112	2.944.182

Project Expenses

In the below tables overview is given over the distribution of costs over the three-year project time, divided into salary, travel costs and purchased services for each partner. All costs are given in DDK. Detailed description of costs are given in each workpackage.

Salary cost is calculated from the person months reported under each WP and the hourly rate in the table above (Financing in the form of own work (table 18 in the application form)). Travel cost is for flight and subsistence for participants travelling each year. In the traveling cost, the cost for project members and participating SME's. Purchased services include costs related to meetings, workshops and Economusee transformation as explained within each WP description.

The project budget will be under the supervision of Olga Biskopstø, Útoyggjafelagið as the coordinator of the project. All numbers are in Danish kronas (DKK).

Table 1. Budget overview of all three years in DDK

Participants	Cost distribution			Total cost	Amount applied to NORA	Amount applied to others	Own funding
	Salary	Travel cost	Purchased services				
ÚF	1.113.125	67.485	33.742	1.214.352	342.598	226.226	706.617
Matís	1.273.038	67.485	33.742	1.374.265	504.465	180.000	636.519
Norges Vel	1.037.400	67.485	33.742	1.138.627	432.078	180.042	518.700
SME's Fo	410.800	73.620	285.276	769.696	73.620	285.276	410.800
SME's IS	410.800	73.620	285.276	769.696	73.620	285.276	410.800
SME's NO	410.800	73.620	285.276	769.696	73.620	285.276	410.800
Total:	4.655.963	423.313	957.055	6.036.331	1.500.000	1.442.096	3.094.236

Table 2. Budget year 1 in DDK

Participants	Cost distribution			Total cost	Amount applied to NORA	Amount applied to others	Own funding
	Salary	Travel cost	Purchased services				
ÚF	251.875	24.540	0	276.415	100.423		175.992
Matís	301.509	18.405	27.607	347.521	196.767		150.755
Norges Vel	209.300	24.540	0	233.840	129.190		104.650
SME's Fo	67.600	36.810	30.675	135.085	36.810	30.675	67.600
SME's IS	67.600	0	30.675	98.275	0	30.675	67.600
SME's NO	67.600	36.810	30.675	135.085	36.810	30.675	67.600
Total:	965.484	141.104	119.632	1.226.220	500.000	92.025	634.196

Table 3. Budget year 2 in DDK

Participants	Cost distribution			Total cost	Amount applied to NORA	Amount applied to others	Own funding
	Salary	Travel cost	Purchased services				
ÚF	414.375	24.540	3.067	441.982	95.795	89.000	257.188
Matís	480.181	24.540	3.067	507.788	167.698	100.000	240.091
Norges Vel	427.700	18.405	30.675	476.780	162.888	100.042	213.850
SME's Fo	171.600	36.810	127.301	335.710	36.810	127.301	171.600
SME's IS	171.600	36.810	127.301	335.710	36.810	127.301	171.600
SME's NO	171.600	0	127.301	298.901	0	127.301	171.600
Total:	1.837.056	141.104	418.712	2.396.872	500.000	670.944	1.225.928

Table 4. Budget year 3 in DDK

Participants	Cost distribution			Total cost	Amount applied to NORA	Amount applied to others	Own funding
	Salary	Travel cost	Purchased services				
ÚF	446.875	18.405	30.675	495.955	146.380	137.226	273.438
Matís	491.348	24.540	3.067	518.955	140.000	80.000	245.674
Norges Vel	400.400	24.540	3.067	428.007	140.000	80.000	200.200
SME's Fo	171.600	0	127.301	298.901	0	127.301	171.600
SME's IS	171.600	36.810	127.301	335.710	36.810	127.301	171.600
SME's NO	171.600	36.810	127.301	335.710	36.810	127.301	171.600
Total:	1.853.423	141.104	418.712	2.413.239	500.000	679.128	1.234.112

Financing

Financing of the project is planned as such: Applied is for 500.000 DDK for three years to NORA, total 1.500.000.

Own funding: Each partner will finance part of the cost through own work, total 2.944.182. Additionally, Útöygjafelagið will fund part of its expenses with 50.000 DDK each year, total 150.000 DDK. Project partners plan to apply for additional funding, to fund part of the transition costs through local funding sources in each country, total 1.442.149 DDK.