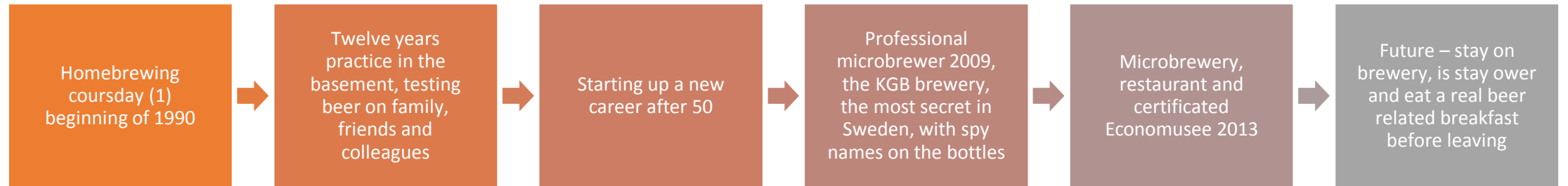


Three generations
painting the
future...





Jan, the beer brewer

...fourth
generation
arriving...



Today





The view the beer and the food











Integrating...





The power by hand

- Products from an Economusee not allowed to sell the product
- Trays
- T-shirts
- Beerglasses
- Schampoo with hops
- Melted bottles
- Necklace
- Books
- Hats
- Low alcohol beers
- Courses in beer brewing'
- Guided tours
- Beer testing sessions



The cleaning brewer

- Cleaning the mash tank and thinking, are there other.....
- possible products than beer from the mash
- Paper ?
- Musli
- Compost
- Food for happy cows



The KGB beer history



The KGB
educater





Brewing info, beer testing, dinner with recommended beers



What the artisans want to see
happening at the swedish and
international level to reach out to
tourism stakeholders

What the artisans
can do as individual
to reach out to
tourism
stakeholders.





Pilot study – Sweden 2014
Interviews and study visits
on;
11 Econumusee companies
Sweden 3, Norway 8

Goal;
Support organization:
national
self founded
for use international



Study visits and talks with 11 Economusees in
Sweden, Norway

What ?

- Building a brand for Economusee
- Support in building a functional out-door environment, road, signs etc.
- Update common information, as brochures, pictures, maps and texts
- A well functional website is needed
- Keeping the network going, arrange and coordinate activities
- Courses, places to meet, network activities
- Education about safety, how to protect the visitor while visiting the production area
- Support and continuing work with the quality and certification of the Economusees

Survey among all the Economusee companies to bring knowledge in how the companies can co-operate – a get to know each other s competences

Support in the balance of taking care of visitors and to keeping the production level high

Organisations possible

Many existing
In the municipalitys
In the regions
National

Person or organisation ?