

## **Sweden:**

CAB PP03: project going forward.

CAB will not submit an Interreg application, since the project idea has a better fit with the Maritime and Fisheries fund.

The project's result indicators mention project and funds influenced in the Growth & Jobs or ETC programmes. The European Maritime and Fisheries Fund is a Structural Funds/Growth & Jobs programme, so it appears to be in line with the secretariat requirements and the partner will attempt to switch from Interreg to the European Maritime and Fisheries Fund

### Rewilding Sweden PP04

The intention with the RS RAP part was to suggest a new project directed towards the Interreg Aurora Programme. The main idea was to outline a project that would improve conditions for eco-tourism (not the least regarding new eco-tourism business and business networks) in the Arctic Europe region. “Based on challenges mapped in previous project workshops with tourism entrepreneurs, they suggested the following actions:

1. Design and test of a (hybrid) format (model) for continuous stakeholder workshops, a) to facilitate a creative, innovative and problem-solving attitude between diverse interest groups and b) to ensure a wide and participatory stakeholder approach (give voices to those who are concerned, not the least from the Sami community)
2. Develop a digitalised platform for mapping/collecting of operational data on land use (protected areas, greenfield etc), environmental impact of industrial business (forestry, mining, reindeer herding, tourism etc) to support analysis and sustainable decision-making
3. Design and implementation of eco-tourism start-up programmes and of sustainable ecotourism business models, including visitor management and re-investment schemes

Starting with the Interreg Aurora Programme, there were several contacts with the Secretariat regarding the idea. The Programme has a strong focus on green transition, digitalisation and social sustainability, and tourism is highlighted as a key sector that could deliver important results. They are now waiting for more thorough feedback on the idea, as well as on priorities of the next call, from the Aurora Secretariat.

As the Aurora Programme is a transnational programme, they have had discussions with the Regional Tourist Boards of both northern Finland and Norway. Both organisations see possibilities to develop the idea further, but as both organisations have been extremely busy developing their own project applications they have to date not been able to spend time on a joint creative process.

They also have a dialogue with the Swedish Lapland Visitors Board, acting as the regional DMMO and as such, a strong actor in northern Sweden in the fields of (eco) tourism development and -promotion. They definitely agree to the outlined actions, but also stress the fact that there is a need for a more thorough investigation if there are already existing applications that could be used instead of developing new ones.

They also developed a second idea in parallel (not included in the RAP but clearly a result of the brilliant study trip, planned by the Norrbotten County Council, to Estonia). The idea is to link river restoration initiatives in the north with the development of small scale, locally connected sustainable fishing businesses.”