

## Clim-ATIC WP4-Åre – 2008-11-25

**Clim-ATIC:** Climate Change - Adapting to the Impacts, by Communities in Northern Peripheral Regions

### Work Package 4 - Adaptation within Destination Åre to changing travel patterns caused by Climate Change

#### 1. Project Description

- a. *The project name and a two line description (approximately) of what the project is about and where it will be based/centred*

The adaptation within destination Åre to changing business pressures and opportunities arising from climate change.

Destination Åre in Sweden is today mainly a winter sport resort and the project will contribute to an adaptation process to the two parameters of a warmer climate and new travel patterns.

- b. *A more detailed description of the project, the project location (or locations), how long the project will run for, and what the project hopes to achieve in terms of adaptation outcomes – this will be the initial project information for the web site*

The Northern Periphery Program demonstration project will be one part of an ongoing process within destination Åre aiming to adapt businesses and tourism products to the new pressures and opportunities arising from climate change.

Åre is one of the leading Swedish winter resorts where the majority of the municipality's inhabitants are depending of the incomes generated by the tourism industry. Today the largest percentage of the tourists arrive in Åre by car, but what will happen in the future when the climate change has made fossil fuels very expensive?

A risk might be that the tourists will not come and visit Åre due to the fact that it is too expensive to get there by car, and instead prefer other destinations, and thus the area might receive less tourists. This indicates that it is very important to speed up the process of developing Åre into a destination where tourists are less dependent on the car. This development should go hand in hand with the ambition to attract tourists all year round.

Changing travel patterns is not an easy task, and in Åre, being a village in the middle of the region of Jämtland, there is a significant car dependency both for citizens and tourists. The need to take the car wherever you go is also deeply rooted in the whole operational set up of the resort.

As it is today, Åre has a limited public transportation capacity in the village itself, but you can travel by bus from neighbouring villages or

## Clim-ATIC WP4-Åre – 2008-11-25

towns or even within the region. During the winter season, buses take the tourist from some of the ski lifts to some hotels/cottages, but the service frequency is limited.

It is important to note that this adaptation project focuses on adapting to a future need for alternative transportation methods in order to make Åre an ideal resort to travel to when climate change has made fossil fuels a non-desirable source of energy for transportation. This is the project's main purpose, although it is recognised that positive outputs in terms of mitigation activities will also result from the project.

The demonstration project's aim is to catalyze and speed up adaptation activities in the core group of about 500 local entrepreneurs/companies as well as for the various additional actors within the tourist destination of Åre. The purpose is that through information dissemination and various activities connected to internal and external transportation in Åre, the project will lead to more tourists travelling by public transportation in the destination itself, as well as an increased awareness that Åre is a village where you cope fine without a car. The project will measure its results in terms of the increase in travellers using public bus transportation.

An attempt to trial POD-cars as well as electrical cars in a winter climate will be carried out at the same time as the demonstration project is running (the testing of the POD-cars will be ready and running in the summer of 2009). The demonstration project will use the results from these other activities attempts and the demonstration project results to further enhance the adaptation opportunities among the companies in Åre, as well as the tourists themselves.

The demonstration project will start in January 2009 and will end in December 2010.

### *c. Give the annual and total budgets for the project*

The total budget is 26 650 Euro (\*9,2 = 245 000 SEK).

2008 10 000 Euro ( 92 000 SEK)

2009 11 500 Euro (107 000 SEK)

2010 5 000 Euro ( 46 000 SEK)

## **2. Relationship to Main Project**

### *a. Describe how the project relates to the overall Clim-ATIC project in terms of objectives and outputs*

The demonstration project will highlight some possible options for how a tourism destination can operate in order to adapt to the direct effects of climate change and to the indirect effects of new travel patterns. The

### Clim-ATIC WP4-Åre – 2008-11-25

results of the project will be of economic and social interest across the Northern Periphery, as well as in other Partner regions, since adaptation to climate change and to future travel behaviour will be a vital issue for all remoter tourist destinations.

### 3. Project Funding Partners

a. *Set out who the funding parties are*

- Northern Periphery Programme of the European Regional Development Fund.
- Åre municipality (match funding partner)

b. *Identify any particular requirements that flow from that funding*

Approximately 60 % of the budget is in costs relating to staff time

### 4. Project Management Structure

a. *Specify the members of the regional or local steering group for the project – names, organisation, contact details and how often they will meet*

Eva Hellstrand, Åre Municipal Executive Board, Box 201, SE 830 05 Järpen, [eva.hellstrand@are.se](mailto:eva.hellstrand@are.se), +46 647 161 07

N N Åreföretagarna i Åre AB, Box 74, SE 830 14 Åre.

Niclas Sjögren-Berg, Skistar AB, Box 36, SE 830 14 Åre, [niclas.sjogren@skistar.com](mailto:niclas.sjogren@skistar.com), +46 647 13350

Jan Andersson, Åre Municipality, Box 201, SE 830 05 Järpen, [jan.andersson@are.se](mailto:jan.andersson@are.se), +46 647 16937

The people in the local steering group are all existing members in an alliance that meets with each other on a regular basis through out the year. If necessary, the steering group can meet at approximately two months intervals.

b. *Identify the locally based project manager who will have the overall responsibility for the project – name, organisation, contact details*

Benckt Aspman, Åre municipality, Box 201, SE 830 05 Järpen, [benckt.aspman@are.se](mailto:benckt.aspman@are.se), +46 647 16188

### Clim-ATIC WP4-Åre – 2008-11-25

- c. *Identify any sub project managers who will have responsibility for any particular element of the project – name, organisation, contact details*

Åre municipality, Magnus Dahlin, Box 201, SE 830 05 Järpen, [magnus.dahlin@are.se](mailto:magnus.dahlin@are.se), +46 647 16938

- d. *Describe the proposed project management arrangements – in terms of the internal project procedures for planning, monitoring (Including financial monitoring), reporting, and management meetings*

The demonstration project is one part of an ongoing process aiming to find sustainable solutions for the future development of Åre municipality. The project managers for the demonstration project will work on the project in a way that effectively integrates it with their normal work duties on this overall sustainable development of Åre municipality. However, the activities carried out in Clim-ATIC are clearly defined and will be carried out in accordance with the activity list, see 5 b.

The time put in the project will be separately recorded and the expenses will be shown separately in an account opened specific for this project.

A project update report will be issued every three months to the WP4 Leader.

## 5. Project Activities and Deliverables

- a. *Set out the full detail of what activities will be undertaken and where these activities will be undertaken during the project. This detailed description can be in narrative form or it can be a list, or a table or a spreadsheet*
- b. *The proposed deliverables or end products of the project must be precisely set out as these will form a specific measure of success*

Dates	Project Activities (responsible part)	Expenditure (in local currency)	Outcomes
March 2008 – December 2008	Development of the WP4 demonstration project plan. (Åre municipality)	90 000 SEK	An accepted WP4-SW2 demonstration project plan
January 2009 –	Adapt the car fleet in Åre destination to the expectations of customers creating a	15 000 SEK	Within destination

### Clim-ATIC WP4-Åre – 2008-11-25

December 2010	common standard for car use among Åre entrepreneurs showing the responsibility taken by the operators of the destination. (Åre Municipality - Åreföretagarna)		Åre have the number of cars driven by other fuels than petrol and diesel increased from 1,5 % to 4 % within the project period.
January 2009 – September 2009	Evaluate a practical attempt in having electrical cars in Åre village. (Åre municipality)	15 000 SEK	One report evaluating a full scale test with electrical cars will be performed
January 2009 – December 2009	Develop internal carrier routes depending on season. (Skistar – Åre municipality)	10 000 SEK	The issue will be processed at one occasion with Åre entrepreneurs
January 2009 – June 2010	Adapt and clarify stops and timetables for internal carrier. (Skistar – Åre municipality)	35 000 SEK	A prototype for signs and timetables will be tested in practice.
January 2009 – December 2010	Measure number of travellers with public buses within destination Åre. (Åre municipality)	10 000 SEK	One report will be produced
January 2009 – December 2010	Production of reports of the WP4-SW2 demonstration project. (Åre municipality)	20 000 SEK	Two annual reports will be produced.
July 2009 – June 2010	Survey a new internal transportation systems making it easier visiting Åre regardless of entering carrier. (Skistar – Åre municipality)	20 000 SEK	One seminar on POD-car solutions is carried out in Åre
July 2010 – December 2010	Summarizing, evaluation and local dissemination of the WP4-SW2 demonstration project. (Åre municipality)	30 000 SEK	The outcomes will be presented at two local places for discussion

### Clim-ATIC WP4-Åre – 2008-11-25

- c. *In particular the anticipated community based social and/or economic benefits from the project must be identified*

Destination Åre adapts to an ongoing change in travelling pattern which will increase the number of tourists coming to Åre with public transportation carriers (social, economic and environmental benefits).

Tourists and local entrepreneurs will have a better acceptance of the necessary adaptation opportunities arising from local climate change which will, in turn, create individual adaptation activities by both tourists and entrepreneurs (social and environmental benefits).

- d. *Identify any other proposed project evaluation activities*

There are no other evaluation activities proposed

- e. *The Transnational (or potential transnational) aspects of the project must be identified*

Future climate change will mean that travel will be more expensive and, in some cases, may not even be possible in the way we are currently used to. Destinations in the Northern Periphery will be among the earliest to be affected by these climate change induced effects. For remoter communities depending on tourism, in particular, it is essential to adapt including finding sustainable travel systems to ensure that people continue to visit such remote destinations. In the future, tourists must use more carbon efficient travel carriers, for instance trains, buses and other public transportation. The demonstration project will highlight some possible options that a destination can implement in order to adapt to the effects of climate change and new travel patterns. The adaptation will be by both entrepreneurs and travel systems. The results of the project will be of economic and social interest across the Northern Periphery as well as in other regions since adaptation to climate change driven future tourism and travel behaviour will be a vital economic and social issue for all remote resorts.

- f. *Identify how the project might continue after the completion of the Clim-ATIC project (or, at least, identify whether there is any potential for this)*

Since the Clim-ATIC project is a part of an ongoing process in Åre we are confident that results from the project will be used in and have an important contribution to the future work towards creating a local sustainable society. It is difficult to identify what are going to be the key success factors in advance. The most important factor is that the project will be an additional but integral part of the ongoing work and in that way

## Clim-ATIC WP4-Åre – 2008-11-25

it will be integrated into a process with more than 20 years of local activity to date.

- g. *If the project is unlikely to continue after the Clim-ATIC funding, identify how the project will be closed out and how the project related material will be archived/stored*

Referring to the previous point, the outcomes of the project are most likely to be used in the future in ongoing work in the municipality. Under all circumstances the project will be archived according to Åre municipality's guidelines and current rules for recording and archiving projects funded by the European Union.

## 6. Project Reporting

- a. *Set out how and at what intervals you intend to report to the WP4 leader*

The overall guideline programme for WP4 demonstration projects decides when the WP4 leader will have reports from the project. According to the programme contacts will be made at least in September 2008, March 2009, spring 2010 and October 2010. However, it is also proposed to issue a short email update every three months during the project.

Project results will also be shared with the regional project leader in Sweden.

- b. *Identify any stages where you would wish to have a locally based meeting with the WP4 leader*

A meeting has already been held in September 2008 and there is a possible visit in September 09 possibly combined with a Clim-ATIC Steering Group meeting and email or telephone contacts can be made anytime through out the project. A local site visit to the project activities could be planned for Spring 2010 in order to see some of the implementation activities in the project.

- c. *In particular, identify a key project milestone at which a comprehensive mid project review can be undertaken by the WP4 leader*

We suggest that the annual report after year 2009 should be the mid project review for the WP4-SW2 demonstration project.

## 7. Dissemination

## Clim-ATIC WP4-Åre – 2008-11-25

- a. *Describe the proposed dissemination activities of the project in terms of forms of dissemination and the timing of these activities*

Local media will be informed continuously when there is anything interesting to report for the public.

There are two occasions each year when Åre entrepreneurs meet, “Åredays”, in spring and early winter and these events would be suitable occasions to inform parties about the progress with the project.

Sweden will be hosting the presidency for the European Union in 2009 and two informal ministerial meetings for the ministers of Environment and Energy will be held in Åre, July 23-25. Some kind of dissemination activity about Clim-ATIC will be held where the project in general, and the demonstration project in Åre in particular, will be presented.

When the results of the project are apparent during the later phase of the project (2010) it will be presented in suitable websites both locally and internationally.

## 8. Links to other projects

- a. *Describe the links to any other Clim-ATIC demonstration projects (if any)*

There are clear potential links with the tourism sector demonstration projects in Scotland, Finland and Greenland but it is too early to define the precise dissemination or other exchange links between these demonstration projects. This aspect will be reviewed in summer 2009.

- b. *Describe the links to any other local related project (if any)*

Parallel to this demonstration project there are ongoing discussions on building up a POD-car test line in Åre. If that is undertaken it will be a direct comparator to Cairngorm National Park electric vehicle project electric to test travel patterns related to building up a local transportation system of electrical cars.

- c. *Describe the links to any other NPP project (if any and if known)*

Noting what we know about.

- d. *Describe the links to any other EU funded project (if any and if known)*

Noting what we know about.

## Clim-ATIC WP4-Åre – 2008-11-25

### 9. Project Finance

- a. *Provide a spreadsheet showing proposed expenditure by activity and time period*

See point 5 a), b) and 1c)

- b. *Please set this up so that it is easy to compare actual project expenditure against planned expenditure*

See Statement of Expenditure

### 10. Summary Project Programme

- a. *Set out a simple summary table of key stages and key dates for the project*

January 2009 – December 2009	Develop internal carrier routes depending on season. (Skistar – Åre municipality)
January 2009 – June 2010	Adapt and clarify stops and timetables for internal carrier. (Skistar – Åre municipality)
January 2009 – December 2010	Measure number of travellers with public buses within destination Åre. (Åre municipality)
July 2009 – June 2010	Survey a new internal transportation systems making it easier visiting Åre regardless of entering carrier. (Skistar – Åre municipality)
July 2010 – December 2010	Summarizing, evaluation and local dissemination of the WP4-SW2 demonstration project. (Åre municipality)