

# New Nordic funding programme: **INNOVATION IN THE NORDIC TOURISM SECTOR** - New Products and Services

- **User-driven innovation and effective market communication**
- **Public-private partnerships supporting innovation**
- **Moving beyond tradition and tackling seasonality**
- **Eco- and nature-based tourism**
- **Business concepts, products and services for global markets**
- **Access to capital and financing**



# STRONG NORDIC POTENTIAL

The Nordic tourism sector has strong potential for further innovation and development. Nordic Innovation Centre (NICE) introduces a new focus area and funding programme: “Innovation in the Nordic tourism sector – New products and services”. The purpose of this new funding programme is to promote innovation in the Nordic tourism sector.

NICE’s estimated budget for the funding programme is NOK 12 million.

## Who can apply?

NICE invites small and medium sized companies and other actors from the tourism industry; including industry federations, innovation institutes, national and regional public bodies, market research organisations, trade associations and other relevant organisations in the Nordic, West Atlantic and Baltic Sea region to apply for funding of co-operative tourism innovation projects. The proposals should primarily focus on the development of innovative products, services and concepts to accelerate the Nordic tourism sector.

## Programme goals

The overarching goal for the funding programme is to foster new comprehensive experience products, services, export concepts, cross-sector approaches and new forms of organisation, as well as new marketing methods and sustainable tourism. Commercialisation of new tourism concepts and establishing networks for cooperation and support could assist Nordic tourism industry to gain new regional and global markets.

## APPLY NOW!

Deadline for submitting short project proposals (Expressions of Interest - EOIs) is:

*June 6th 2008, 24:00 hours.*

For more information about this funding programme, please visit [www.nordicinnovation.net](http://www.nordicinnovation.net)

## Contact persons:

Hans Christian Bjørne  
Innovation advisor  
Mobile phone: +47 - 99 00 99 69  
[h.bjorne@nordicinnovation.net](mailto:h.bjorne@nordicinnovation.net)

Natalia Grebennik  
Innovation advisor  
Mobile phone: +47-410 45 211  
[n.grebennik@nordicinnovation.net](mailto:n.grebennik@nordicinnovation.net)



User-Driven Development **Nordic**  
Destinations **Innovation** New Products  
Services Global Concepts “Ice Bars”  
**Tourism** Nature-Based Arctic Sharing-  
Platforms Technologies Capital Interactive  
Marketing **Communication**

# 6 THEMES CALLED FOR

## **Theme 1:** User-Driven Innovation and Effective Market Communication in Tourism

- ◆ To launch new innovation and communication practices
- ◆ Emphasis on user-driven development of concepts, products and services.

## **Theme 2:** Public-Private Partnerships Supporting Innovation in the Tourism Sector

- ◆ Initiatives to open dialog between public and private players in tourism industry.
- ◆ To assist SMEs in approaching governmental structures

## **Theme 3:** Moving Beyond Tradition and Tackling Seasonality in Tourist Destinations

- ◆ To help destinations confront the problems of seasonality.
- ◆ To develop new concepts, methods, products or services to deal with these challenges.

## **Theme 4:** Eco- and Nature-Based Tourism

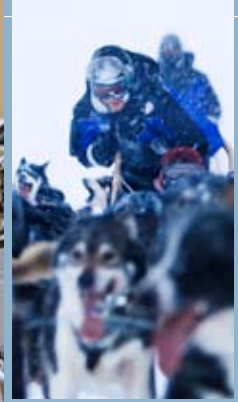
- ◆ Bringing nature-based activities, new technologies and tourism closer together.
- ◆ Develop new concepts of ecotourism to increase sustainability and competitiveness of Nordic nature tourism.

## **Theme 5:** Nordic Tourism Business Concepts, Products and Services for Global Markets

- ◆ To examine the potential of exporting Nordic tourism concepts, products and services.
- ◆ Trading and selling ideas on a Nordic and international level and exploring the use of IPR-tools.

## **Theme 6:** Access to Capital and Financing of the Tourism Sector

- ◆ To increase the awareness of funding from sources not usually taken into consideration.
- ◆ Create awareness about the potential and conditions of “modern” business financing in collaborative and multi-ownership structures.



**Deadline:**

**6 June 2008 at 24:00 (CET)**

For more information and complete call text visit  
[www.nordicinnovation.net](http://www.nordicinnovation.net)

