

## **Cold Coast Collective – a tourism development network for Northern Europe**

### ***Network description***

#### **Description of the network**

The Cold Coast Collective (CoCoCo) intends to bring together strong coastal tourism organizations and representatives from destinations in Northern Europe. The CoCoCo connects those who strive to put the matter of coastal tourism on the top of their agenda and is based on knowledge and relations between the members of the collective.

CoCoCo consists of a maximum of 10 different partners with a strong interest, broad knowledge and great desire to promote and support the future development of coastal tourism. The members of the collective represent different sectors; research institutions, municipalities and private organizations.

The members of CoCoCo discuss, connect and act together on matters related to coastal tourism and are willing to engage themselves in meaningful projects with each other.

The Cold Coast Collective strives to develop and strengthen tourism for the benefit of citizens and communities while respecting the natural habitats and maintaining the balance between the use and protection of nature.

#### **Purpose and values of the Cold Coast Collective**

The Cold Coast Collective has four primary purposes in order to work on, secure and develop the tourism sector in cold coastal areas now and in the future:

- Cooperative relations as a tool towards developing ideas, visions and projects together as well as carrying out projects together.
- Knowledge sharing regarding coastal tourism between the members of the collective.
- Creating a joint voice in order to carry the matter of coastal tourism into the political arena.
- Working towards better funding for coastal tourism in order to secure future development.

The Cold Coast Collective has the following values:

- Within the Cold Coast Collective, we share our knowledge with each other.
- Within the Cold Coast Collective, we are open minded and curious.

Within the Cold Coast Collective, we prioritize our relations towards each other.

#### **Organizational framework**

The Cold Coast Collective has an informal framework, as it is based primarily on close relations and engagements between the members and, thus, intends to minimize bureaucracy in an informal frame. The members strive to build strong relations among each other e.g. by travelling back and forth and communicating frequently via different channels in order to get to know each other better, developing projects and sharing knowledge.

To secure the progress of development, communication, knowledge sharing and the like in the collective, a formal organizational setting is necessary. Therefore, the Cold Coast Collective has a primary contact group, which is responsible for information sharing, communication and coordination in the collective. This contact group is a working, administrative group within the collective and it has no decision making

power. All decisions are made by all members of the collective. The members of the primary contact group rotate every other year.

The members of the contact group will have different areas of responsibility. The areas of responsibility within the contact group are:

- a) Communication within the collective and daily administration (the "chairman" of the contact group)
- b) Finances and funding
- c) Branding of the collective and its members
- d) Political attention and focus on the development of the European Union's policies regarding tourism

During the establishing period of the collective (trough 2018), all members take part in the contact group.

During the first year (2018), the Municipality of Varde offers to take the position of chairman in the contact group in order to set the frame of the future collaboration of the collective.

After year 1, the position of chairman within the contact group will rotate on a yearly basis.

Within the first year, a common webpage/communication platform will be created as a mean towards knowledge sharing and communication regarding matters within the collective as well as outside of the collective.

### **Areas of focus – priorities of the Collective**

Below the Cold Coast Collective has listed its six areas of focus. The collective works with these focus areas equally; therefore, the list is not prioritized.

#### a. Cold-water destinations

Cold-water destinations represent different challenges and possibilities than destinations in the southern parts of Europe as cold-water destinations call for activities that are more diverse in order to create all-year tourism. The focus on the possibilities and challenges of cold-water destinations leads to a geographical focus on Northern Europe.

#### b. Capacity building - accommodation and product development

The collective will work on methods who optimize spending on coastal destinations by developing new attractions and experiences, which are "the reason to go", increase spending and create demand outside the main season. The collective will focus on the development of attractive all-year accommodation capacity.

#### c. Digitalization

The behavior of tourists has changed; tourists are increasingly using the internet in their search for destinations, accommodations, activities etc. and the internet is where one finds inspiration and recommendations. In addition, the day-to-day planning during vacations is increasing mainly with the internet. Hence, digitalization platforms and possibilities have become important assets in the tourism sector. The collective will focus on digital development, e.g. internet access, social media, connecting with the visitors and guests, branding of the destinations.

#### d. Skills development

The tourism sector is lacking the right skills in order to increase its capacity, maximize the spending among tourists and grow as a main business sector. Creating and investing in the training of local staff, local entrepreneurs, and local tourism businesses in order to develop skills to add value to the tourism experience and the service level is a main focus for the collective as it is considered crucial in order to secure growth within the tourism sector.

e. Sustainable development

The development of tourism at the cold coast is also a development towards a more responsible, sustainable tourism that takes the environment, economy and the socio-cultural conditions into account. The collectives focus on the development of coastal tourism will therefore take a sustainable perspective whether it is the development of activities or the development of skills and optimization of workflows - the collective will work to strengthen sustainable and responsible coastal tourism. The Cold Coast Collective intends to balance the use and protection of natural habitats for the benefit of the communities and visitors.

f. Development of "the reason to go" experiences

The Cold Coast Collective intends to create tourism activities and attractions, which are engaging, memorable and create demand.

### **Membership obligations, finances and workload**

The Cold Coast Collective has an informal setting, thus; the obligations towards the collective are engagement and sharing knowledge with co-members. The members of the collective are obligated to participate in one yearly meeting within the collective, and share their knowledge with each other in order to secure the future development of coastal tourism on behalf of the entire collective.

Within the collective at least one yearly meeting is arranged. The meetings will take place in the hometowns of the members, and their purpose is two-fold: 1) to strengthen the collective based on relations, and 2) to inspire each other and generate ideas together.

Meetings will otherwise primary be held as skype meetings, and there is one skype meeting every 3 months. A delegated person from each member of the collective participates on those meetings.

The Cold Coast Collective is a non-profit organization.

The budget of the collective consists of allocated funds and grants as well as allocated work resources from each member of the collective. All granted funds will be used to work towards the goals of the collective. Surplus revenues will not be distributed between the members.

By agreement between the members of the collective a certain percentage of the allocated funds may be channeled towards supporting the internal development of the collective e.g. field trips.

The administrative workload will be within the collective, primarily between the members of the contact group. The cost of equipment (e.g. communication platform) needed will be shared between the members, and members will not be reimbursed for the hours of work they put into the collective. Members are expected to support the interests of the collective as described in this document.

As the collective develops and the administrative burden rises, the collective will need to discuss a membership fee to cover the cost of the administrative workload directly related to internal matters of the collective.

Comparable membership fees are fixed in the price range of €1000-3000/yearly.

#### Tasks to work on within year 1:

- Establishing a communication platform – internal and external (GoToMeeting, a homepage, Slack)

- Designing a logo (Municipality of Varde creates a draft)
- Project search and development
- Fund search, fundraising
- Development of strategies, e.g. lobby work, priorities within the collective, storytelling.

Year 1 is a trial year with no financial commitment (2018). Varde Municipality will function as chariman. However, potential field visits within year 1 and forward will be at the members own expenses. Year 1 is defined as year 2018.

**Sign in to the collective**

Members must fill out the official Cold Coast Collective Membership Letter of Agreement as well as prepare a short (1/2 page) member presentation including the strategical areas of focus regarding the specific member.

Cold Coast Collective, August 2018