



**Association of European Border Regions**

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***Application form “AEBR-Cross Border Award” 2014***

***Deadline: 31.07.2014***

**Please, fill in the grey gaps and return this form by e-mail!**

**INNOVATION AND RESEARCH – CROSS-BORDER REGIONAL DEVELOPMENT  
THROUGH PUBLIC-PRIVATE PARTNERSHIP**

**1. General information**

1.1 Applicant border / cross-border region:

Local cross border “SITE-region” a close collaboration between 4 border municipalities at the border between the regions Dalarna in Sweden and Hedmark Norway.

Title of the cross-border measure\* [project(s), programme(s) / strategy(ies)]:

a) *GREEN* – Bordercrossing energy efficiency project (2008-2010)

b) *GREEN2020* – Bordercrossing energy efficiency project (2011-2014)

c) *SITE-Destination project*. Joint cross border development project between 4 municipalities (2 Norwegian plus 2 Swedish) focusing on the tourism industry. In either side of the border you will find the commercially largest alpine skiing destination of ist country.

These three interlinked Interreg Sweden-Norway projects have paved the way for a new intensity in cross border cooperation in this sparsely populated cross border area. This comes perhaps first for local government with a new political commitment to joint development strategies and –actions. Among these is a joint effort to make skiing destinations more environmentally friendly by cutting energy consumption and promotion the use of renewables in the skiing destinations.

The efforts in the Interreg GREEN projects has been a joint venture between municipalities as project owners and the businesses operation the ski-lifts and hotels. So it has been a public-private partnership.

The project team including high ranking staff from the large enterprises, has cooperated with experts on green energy and energy efficiency measures from the knowledge hub at “Lillestrøm centre of Expertice” in the urban (surrounding capital Oslo) part of the Interreg A Sweden-Norway programme. Hence we also see an example of urban-rural partnership and this connection between local level of government, a large scale cross border alpine-skiing “Cluster,” Interreg-secretariat and the R&D institutions.

1.3 Period:

2008-2014

1.4 Lead Partner:

All projects for Norway Interreg funds: Trysil municipality

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1.5 Partners:

Contact:

Sälen-Malung municipality

Ingemar Kyhlberg

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Länsstyrelsen i Dalarna

#### 1.6. Financing of the cross-border measure (e.g. INTERREG):

Remark: It should be explicated how the financing of the strategy(ies) / concept(s) / project idea(s) has been or is realised.

All three projects are financed in the Interreg Sweden-Norway program:

Investments are, in total:

Green-project:	610.000 €
Green2020-project:	1.382.000 €
SITE project:	1.182.000 €
Sum:	3.174.000 €

Of the total, 1.138.000 € are ERDF and Norwegian state Interreg funds. I.e. local and regional funds makes up the lions share of the investment with 2.036.000 €. Of this, direct private funding in the projects makes up just 62.000 €.

However it could be in mind private investments has rocketed in green energy solutions as a direct consequence of the cross border cooperation partnership in the SITE region, see pt. 2.3

#### 1.7 Links to other projects, measures and/or programmes (only if applicable):

The GREEN project is linked to the Interreg Sweden-Norway project FEM <http://www.femweb.nu/index.php/home>

## 2. Contents

### 2.1 Objectives of the cross-border measure:

*GREEN – Borderless energy collaboration among skiing resorts* – is a project aiming to reduce energy consumption in skiing resorts.

The GREEN project puts focus on the geographical area of the resort itself with its technical installations such as light systems, lifts and snow production, as well as building stock for lodging and service functions.

### 2.2 Organisational structure and activities to implement the objectives (e.g. joint secretariat, contract, etc.):

Trysil Municipality is the project promoter on the Norwegian side of the border while Länsstyrelsen Dalarna is the project promoter on the Swedish side. The skiing resort participants are Sälen, Kläppen, Stöten och Idre in Sweden, with Trysilfjellet and Fulufjellet in Norway.

### 2.3 How far has the measure been implemented?

The GREEN-project has resulted in a significant number of studies, technical reports, seminars, presentations and actual implementation of measures of technical character and not least to raise awareness and competence among various target groups. These are all highly valuable outcomes that also demonstrate the successful implementation of the project as such.

- New biowood energy production site heats up the new indoor water, pool and sauna arena „Experium“ in Lindvallen, Sälen-Malungs municipality Sweden <http://www.skistar.com/en/experium/>

- Bioenergy from local forests chosen as energy source via central heating production site for the new „Alpine Spa and relax“ hotel in Trysil <http://www.radissonblu.no/resort-trysil>



*Pictures: Trysil central heating facility delivering energy to Radisson Trysil hotel and more. Photo: Interreg project leader for Trysil municipality and the SITE region: Klaes van Hoek*

- Bioenergy from local forest in form of woodchips chosen as energy source in new Trysil Mountain Resort <http://www.skistar.com/no/trysil/overnatting/park-inn-trysil-mountain-resort/>

- Investments in LED-technologies for illumination in the alpine slopes and parking houses (a true Pilot projects including Dutch R&D partners)

- Investments in Centralized Energy Management for the two latter hotels including expert guidance from experts representing multinationals such as General Electric and SIEMENS. Controls for example the heat and illumination of rooms and corridors according to actual use, among other things. As a general rule, energy savings run in the interval of 20-30 % (Scandinavian figures).

- Investments in energy friendly snow-making cannons. These machines used to consume a great deal of energy. This has been altered by investing in Best Available Technology.



*Energy saving snow cannons. Photo: Klaes van Hoek*



*Snow production in Trysil at night, see „fog“ up left. Photo: Klaes van Hoek*

- The project partners have also twice visited ski resorts in the Alps, discussing good practice within the subject energy savings and also the concepts for environmental labeling (certification) of both sole businesses and whole travel destinations.



*Modern private cabin „powerhouse“. Photo: Klaes van Hoek*

## 2.4 Special framework conditions (a. geographical, political, etc. / b. only rural area (no regional metropolis))

The SITE region is a rural and peripheral region in both countries. Still the (relative) proximity to the Greater-Oslo region (2,5 hours by car to Oslo, 2 hours to international airport Gardermoen) makes up for the SITE region being a major recreational district for the urban Oslo region dwellers as well as international tourist. The number of inhabitants in the cross border SITE-region rises from a normal of about 28.000 inhabitants, to more than 100.000 in the winter high season.

### 3. Contribution of the measure (added value) to the development of the border/cross-border region:

Particularly encouraging are two specific trends that indicate a possible, positive long term effect from the GREEN-projects. Firstly, all the GREEN-resorts have started internal processes, where the building of competence is the strongest driving force. Secondly, there is a clearly expressed need for continuous improvement at all organizational levels that stimulate the resorts to collaborate closer across national borders as well as between individual resorts. This is in fact very positive and gives reason for optimism with regard to reaching the GREEN-project's goal of lasting reductions in energy consumption and emission of greenhouse gases from skiing resorts.

The GREEN2020 and the SITE partnership projects were promoted and established largely influenced by the practical results in achieved the first GREEN project (2008-2010).

The GREEN projects would not have been launched without the local initiative, nor without the Interreg A programme funds and the cross border political partnership made up by the programme Steering committee. Hence the results also would not have been produced (the additionality principle apply).

We also see in the GREEN-cases, how cross border projects spur local cross-border actors to seek for R&D-partners in the wider and in this case urban parts of the programme area, as well as seeking partners in the broader EU territory (here: The Alps).

### 4. Added value for the development of cross-border cooperation at European level

Climate change is as we know an international issue. Many would argue the EU to date has taken a global political leadership in mitigating climate change via legal measures such as the EU energy legislation, and the well known EU-wide 20-20-20 targets for Carbondioxide emission cuts, energy efficiency and phasing in of renewables. These are again divided into national targets for each member state.

Add to legal measurements, ecologically smart taxation, investment aid, information measures and R&D programmes makes up a political toolbox to reach the 20-20-20 targets and beyond.

Still be see the Interreg A cross border GREEN projects in the SITE partnership has given the citizen high yield or value for money, as the overall investments are relative moderate and has sparked large private investment ensuring CO2 cuts in the short and long term.

The GREEN projects within the cross border SITE geography highlight how public private partnership, Interreg funds and projects teams cooperating with european partners can improve energy efficiency and reduce carbon footprint from alpine skiing destinations and the recreation sector as such.

### 5. Further annexes - se internet links below. no

Which ones?

Short description of the contents of the strategy / programme / project (in English, French and German, not more than 2-3 pages)

The Interreg Sweden-Norway programme:

<http://www.interreg-sverige-norge.com/page.asp?pageid=14&menuid=14>

for project presentation see

- a) <http://www.green-project.info/english/index.html>
- b) <http://www.green2020.info/english.html>
- c) <http://www.sitedestination.com/en/>

29. July 2014

Erik Hagen, Hedmark County Administration

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Date

Signature

(if submitted by e-mail please also insert your name and contact details!)

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\* A cross-border measure is given, when partners from both sides of the border participate as regards contents, organisation, staff and finances.