



Maritime Development in Bohuslän 2016 - 2019

The Swedish coastline of Bohuslän has a world unique marine environment that attracts businesses and visitors from all over the world. Project *Maritime Development in Bohuslän* will during three years create conditions for small and medium-sized companies to strengthen their professionalism, sustainability and innovation power. This through creating tools for innovation and collaboration, new venues and meeting points, and with close cooperation with scientists and other organisations.

The project is funded by the European Regional Development Fund and the Västra Götaland region. Responsible for the project is Tillväxt Norra Bohuslän, a cooperation arena for the Swedish municipalities of Lysekil, Sotenäs, Strömstad and Tanum. These municipalities are co-financiers together with the University of Gothenburg (GU). Read more about the project at www.tillvaxtbohuslan.se/mub

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MARITIME DEVELOPMENT IN BOHUSLÄN

Creates conditions for small and medium-sized enterprises to strengthen their professionalism, sustainability, and innovation power.



- Innovation arena
- Event strategy
- Science tourism
- Marine foods
- Development of guest ports
- Archipelago transport

Innovation Arena

Business development is the project's key purpose. Within the project we will contact businesses and collect ideas at various activities and events in order to support business development.

In several of the activities, the innovation arena will be linked to existing research projects and scientists within different universities. Product and business development will focus on sustainable tourism and innovative business approach. The project will also take into account values such as equality, environmental perspective, and equal opportunities.

SCIENCE TOURISM

Science Tourism is a new concept in tourism. It is the project's aim to connect companies with scientist to utilise knowledge within the science. Scientists and businesses will collectively look at what could be offered to visitors and tourists in terms of packaged deals. There is also a great need to strengthen the network between different tourist guides. The project will provide a survey to map out the need for further education, and requirements for certifications. This, in order to promote collaboration, innovation, science tourism and business development.



Event Strategy

The project's aim is to develop an event strategy in collaboration with companies and organizations, and to provide tools for organising events in terms of permits, safety, etc. This is meant to create economically sustainable events within the region. This will be done in collaboration with the Western Region Tourist Board and work in line with the brand strategy for Bohuslän. Gothenburg University's special competence in the event and festival management will be an important key in this work.

Guest ports and archipelago transport

The Swedish Marine Technology Forum (SMTF) and the National Organisation for Guest Ports: Riksföreningen Gästhamnar Sverige (RGS) (AllAshore®), together with the municipalities in northern Bohuslän, will strive to find good ways to strengthen business around the harbour meeting point. Ports and guest ports are operated in different ways along the Bohus coast, and we will be investigating their abilities to, through collaboration, strengthen and develop their businesses. Evaluating and testing opportunities for the intro-



duction of “a mobile accommodation booking system” for boats and motor homes, is also part of the project.

In Bohuslän there are many small archipelagos. Today, it can be challenging for shipping companies to get their boats serviced within a reasonable distance. The project will make an inventory of needs, as well as look at where it would be optimal to develop boat servicing stations.

Marine foods

Marine foods is an important part of both the Bohuslän brand, and the marine industries that operate there. There is a need to continue developing the marine related foods and opportunities for marine farming, fishing and harvesting. The demand for products is an important factor, and here, the project will assist companies in increasing the public interest in marine foods. The project will organise local theme days and workshops in cooperation with RISE (www.ri.se) and Gothenburg University.