



“Bridge – of Vardø”

Vardø is the most north-eastern point of Norway, the oldest city in Northern Norway, and also one of the oldest in the entire circumpolar Arctic. Between 900 and 9000 years old archaeological findings remind of settlements based around fishing. The city is named after the island where it is located: Vardøya. The fishing village of Vardø became important because of Vardøhus fortress that was established in the early 14th century. Vardø is built up around the fortress and became an important trading place between Norwegians in Finnmark County and Russians from Kola Peninsula. During the 17th century, Vardø was the arena of several witches' processes. Trading with Russian merchants, also called Pomor trade, was very important in the 18th and 19th century, and because of this trade, Vardø received city status in 1789. (<https://www.hurtigruten.no/havner/wardo/>) Some decades ago Vardø counted around 4000 inhabitants. Today some 2000 people live there.

It is strongly recommended to learn more about Vardø before dealing with the particular case assignments. One reason is that many of the companies and organisations in Vardø are connected to each other. Most people know each other and participate in community life. Going deeper into Vardø town itself will provide you with valuable knowledge that might be critical for businesses and initiatives you will work for. Another reason is the potential synergies of problem solutions for a small place like Vardø town, it might be critical to study not only your own team's case assignment.

Some of the online sources on Vardø are written in Norwegian only. Simply use <https://translate.google.com> to gain quite a proper understanding.

<https://www.visitvardo.com> Wide-range view on Vardø – small vlogs refer to places and even cases and their interrelationships

<http://www.biotope.no> Architecture and Nature (birding tourism) and place marketing

<https://arkitektur-n.no/artikler/vern-gjennom-bruk> <http://ivbarkitektur.com/prosjekter>

<https://www.visitvaranger.no/en> Website on Varanger Peninsula

<http://blogg.nmbu.no/naturbasertreiseliv/2019/03/05/ma-styrke-koblingen-stedsutvikling-reiseliv/>

Use and interplay of nature, locals, place development, tourism

BRIDGE

CASE ASSIGNMENTS Vardø

VARANGER COOK	Ideas for new products made from rhubarb including market development
VARDØ PORT	Proposals for value added use of two harbour boats &. For Integrating Tourism experience in a projected commercial port space
KULTURPILOT	City reputation building: Suggestions for a permanent welcoming environment to attract and serve artists residing and creating in Vardø
VARDØHUS FORTRESS	Guest reception improvement, audio-visual guide service facilitations, and Website development
VARDØ HOTEL	Development of the outside section for guests, Website development and Business integration of hotel reception and local tourist information
VARDØ TOURISM	Identification of “Reasons to go” to Vardø and development of “Recipes for Histories to consume”
GROW ARCTIC	Arctic Greenhouse – Suggestions for technical and process solutions and supporting business and research partnerships – <i>Among others ENGINEERING competence desirable</i>
GRAND HOTEL	Utilisation concepts for a restored building
SEAFOOD CENTER	Young people recruitment measures for the Norwegian vocational training centre in Vardø
VARANGER VIEW	Compilation of experience package programme for individual use by guests of projected seashore cottages

Varanger Cook



Biotope.no

Rhubarb from Vardø – Ideas for product and market development

“Varangermeny AS” was founded in August 2014. It currently operates the kitchen and the restaurant Arctic at Vardø Hotel. The restaurant has 54 seats but can accommodate also larger groups with up to two hundred guests. Chef Tor-Emil Sivertsen’s hallmark is excellent food made from local raw materials, especially fresh fish like cod and halibut. From the restaurant you have a magnificent view of the harbour where the boats come in and deliver their catch. Beyond fish, he offers seal, reindeer, whale, lamb, and crab. Varanger Cook has a strong relationship with cod and he created his own brand name through social media with the slogan “Cod is great”.

Varanger Chef continuously brings new variations and refinements to his dishes. Recently, he started a new creation made from a simple but strong plant that has been almost forgotten in the arctic north of Norway: rhubarb.

In Varanger there is a saying that goes: in June, the snow is going, and the rhubarb is coming. In a plain arctic landscape, it grows rapidly in remains of houses that were burned down under the last war’s occupation or in people’s gardens, disregarded by many locals. Yet, Varanger Cook Tor-Emil recently began harvesting rhubarb to make a delicious beverage for his guests.

Now he is planning to expand the scope of products made from rhubarb and he is looking for different market segments for his creations. Moreover, buying the products, customers shall feel a strong relationship between their personal experiences in the Arctic and with Varanger peninsula

and Vardø town. Building customers' emotional bonds to place and people they visit by serving local food becomes a "must" in tourism. It might happen that those bonds become even stronger if a tourist can recognize something familiar in the very unknown. Rhubarb, Tor-Emil says, might become such a link. For ages, cultures all over the world appreciate rhubarb due to its astonishing variety of uses. Making some research into this diversity will help to understand the potential of Tor-Emil's business idea and to address different segments of customers.

Of course, there are similar soft-drinks and other products made from rhubarb out in the market he doesn't want to compete with. His intention is to produce everything by himself, though making understood that customers get something unique from the Arctic, from Vardø, from Varanger Chef.

Assignment

Product and market development

What could be made from rhubarb growing wildly on the Varanger Peninsula, and how? What markets or niches could be interesting to make inroad into? How can products be distributed?

How to build relationships between customers, the products and Vardø town and the Varanger Peninsula in the Arctic North of Norway? What stories might be linked to the value of the products and the place where they are made?

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Port of Vardø



The port of Vardø covers three main areas: transport of goods, port service and maintenance, and experience production for Vardø guests of all kind.

The steamship quay in the city centre has a length of 190m and a depth of 7m. The Norwegian coast liner Hurtigruten is docking daily and all expeditions of goods happens here. The port service also owns floating docks for fishing and leisure boats. In recent times, more and more boats enter the port due to an increase in crab fishing.

Six employees do all the job, deliver goods brought by vans and mostly shipped by the Norwegian coastal liner Hurtigruten. Additionally, the crew operates two other piers a few kilometres away in Kiberg and Svartnes. The harbour of Svartnes is the municipality's new fishing and industrial port. It is located on the mainland about 3 km from Vardø centre. The length of the quay there is 194m and a depth of 9m. Water, electricity and crane are available on the dock.

All staff members have necessary certificates to take passengers with two port-owned boats to places of interest. The boats have a capacity of 12 passengers each. Thanks to many fields of daily port operations the boats are driven cost-efficiently with a small profit margin. They are used for required painting and other maintenance work, for divers, gathering water and soil samples, as rescue boats (for fishermen), ice delivery for fishing vessels, and services including crew exchange of large oil tankers that pass Vardø.

The two port boats are also available for package tours for common tourists and those especially interested in bird watching. These tours are organised partly in cooperation with other actors in Vardø, e.g. guides, ticket office, food delivery, and accommodation for a few guests on Hornøya. Isle of Hornøya is Vardø's renowned paradise for birders. Accommodation there is run by The Friends of Hornøya, a small community who owns the former lighthouse. During the summer season, four beds are available, ten during the rest of the year. Other cooperation partners are e.g. Visit Varanger (<https://www.visitvaranger.no/en>) a marketing organisation for the entire Varanger Peninsula.

INFORMATION on experiences offered by Vardø port look at <https://www.vardohavn.no/opplevelser> - (in Norwegian only, use translate.google.com for sufficient understanding).

SOME MORE important sources:

<https://www.visitvardo.com> Wide-range view on Vardø – small vlogs refer to places and even cases and their interrelationships

<https://www.vardohavn.no>

<https://portvardo.roundshot.com>

<https://nordicsuppliers.com/company/show?company-id=102616&country=NO#company-management>

Assignment 1

Apart from the current business success, how can we make the usage of our two harbour boats even more valuable?

The port of Vardø challenges students to develop new ideas for its two harbour boats to increase the outcome margin. Following questions could support your proposals: How can we learn from comparable businesses in similar small ports in the world? How can we increase quality, commercial effectiveness and sustainability of services in cooperation with present (local) partners? What other or modified activities could be established, and which other players or marketing channels could we cooperate with?

Assignment 2

Create proposals for tourism experience products that we can offer in connection with our projected long-line fishing and dock facilities

Vardø City Council and the Port authorities plan to reconstruct and new-build particular boat and fishery facilities on the east side of the harbour. One of them will store equipment for long-line fishing. That fishing gear consists of up to several hundred metres long lines with shorter cords attached at regular intervals with a hook on each one. Another part of the commercial space in question consists of old buildings that Vardø City Council has decided to renovate for new fishing industry activities. For more information and plans of sites:

<https://www.vardo.kommune.no/utlysning-av-naeringsareal-tilknyttet-varde-havn.6120093-307275.html>

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Culture Pilot



Kulturpilot.no

How can we profile Vardø town (and Varanger Peninsula) through creation of jobs in culture and arts businesses?

THE COMMUNITY

“The Laboratory for arts, culture and place development” is a foundation that brings together arts and culture with natural and historical resources in Varanger and Vardø. The objective of the foundation is to contribute to value added in culture business and to enhance the attractiveness of Varanger Peninsula.

The cultural and festival life in Vardø is almost exclusively based on voluntary work. Nevertheless, it is providing great economic repercussions, which is important for the identity and reputation of the city. The Foundation Laboratory has therefore established the Project Kulturpilot (Cultural Pilot) (1), in collaboration with Vardø municipality and Finnmark county.

Kulturpilot represents Vardø events and festivals like the snowball fighting-competition Yukigassen (2), Blues in the Winter Dark (3), Vardø Music Council, Vardø Sports Council and Vardø Business Association. Other important events in Vardø are the Pomor Festival (4) or Gullfest - the world's northernmost bird festival (5). Kulturpilot builds its efforts on nature and local culture and history, such as the Pomor Trade, The Witch trials and Pirates of the 17th century, Vardøhus Fortress, and Fisherman culture. Kulturpilot will contribute to the professionalization of the cultural and festival life in Vardø, while at the same time preserving and further developing the spirit of volunteerism.

For several years already, Kulturpilot is networking with artists from Norway, Russia (Arkhangelsk Region), Iceland, and Greenland (6) (7). “Meeting artists and their works will give us a fresh eyes perspective on our place. In return, we are offering artists unique values of Vardø town and the Varanger Peninsula. This encounter might inspire them to experimentation, to unleash creativity and to develop new ways of individual expression.

Artists who found their way to us in the north have always wondered why they could ignore the place for so long. We are told that the place does something to them. The encounter with wild nature awakens new ideas and imagination. The painters praise the unique light and the changing weather in Vardø, which inspires them to look for a new artistic expression. "Being right up here is the best thing you can do for your project..." (From an internal project description).

Among renowned artists who were influenced by Vardø is the 19th century painter Peder Balke from the south of Norway. The Met Fifth Avenue in New York titled an exhibition in 2017 "Peder Balke: Painter of Northern Light". "Sea Fortress" was one of his works shown (8). Balke was inspired to the painting during a stay in Vardø Fortress seeking shelter from a week-long storm. Another of his works originated from Vardø is "Lighthouse on the Norwegian Coast" that can be seen in The National Museum in Oslo.

Among contemporary artists who were tempted to Vardø is a group from several countries who performed the spectacular Koma-Festival in Vardø in 2014 (9). Visual artist Verena S. Tveitan Waddell (10) recently cooperated with Kulturpilot.

Assignment:

Students' proposals shall contribute to ...

1. ... Our competence enhancement in building a welcoming environment with everything in place to attract and serve artists residing and creating in Vardø. We want to become professional hosts for artists in Vardø.
2. ... Job-creating businesses based on local and international arts and culture.

How to address artists who want to get inspired and challenged by the Arctic light, harsh nature, bird life and fisherman culture? How to communicate local natural and societal knowledge to guests? What new ways could we go to integrate local players including children and youngsters in this process? What similar projects in other peripheral places in the world can we learn from?

In the long run, KULTURPILOT will build Vardø's identity as host community, a "Place for production and self-development of artists". KULTURPILOT's major goal is to achieve competence in Management and production of events, in Networking and cooperation, as well as in Marketing and branding.

What kind of relevant services are required to attract artists to the place?

How can we, through the lens of their art, attract attention to Vardø in terms of tourism and business promoting the region and the city?

Due to the complexity of development potential in Vardø Town, this assignment may also be seen in context with other Vardø cases of the BRIDGE project.

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SOME SOURCES of information and reference. If convenient use translate.google.com for some of the following sites:

- (1) <http://kulturpilot.no>
 - (2) <http://yukigassen.no/>
 - (3) <http://www.bluesivintermorket.no/>
 - (4) <https://sites.google.com/view/pomorfestivalen/info> (in Norwegian language)
 - (5) <http://www.biotope.no/p/gullfest.html> Arctic Bird Festival
 - (6) <http://kulturpilot.no/attractive-arctic-varanger-kulturpilot-visits-iceland-for-arctic-collaboration/> Cooperation project with Iceland
 - (7) <https://sim.is/329534-2/> Kulturpilot visits Iceland for Arctic collaboration
 - (8) <https://www.metmuseum.org/exhibitions/listings/2017/peder-balke>
 - (9) <https://vimeo.com/102705852> International artists, Komafest in Vardø 2014
 - (10) <https://www.facebook.com/Kulturpilot/> Probably a plenty of inspirations to get from videos and pics
- <https://www.visitvardo.com> Wide-range view on Vardø – small vlogs refer to places and even cases and their interrelationships
- <http://taibola.ru/news/taibola-norvieszhskii-dnievniki-number-4> Several Videos, Pomor Festival, in Russian language

Vardøhus Fortress



Biotope.no

Vardøhus Fortress is a strong symbol of the Kingdom of Norway. It is the world's northernmost and the country's easternmost fortress. Originated from the 14th century, today's fortress was built between 1734 and 1738, and has been preserved since then apart from minor changes mainly made during the Napoleon war 1807-1814. Vardøhus is shaped like an octagonal star with a low, stone-clad defensive wall. Inside the wall we find the House of the fortress commander, another one for supplies, the brewery and bakery building, a barrack for the garrison, the gunpowder house and a water supply well.

Under the occupation in 1940 the fortresses had shown the Norwegian flag longer than any other military formation in Norway. The fortress fooled the occupiers raising the merchant flag several times instead of the forbidden national one. First when the commander of Vardøhus was arrested in November the so-called "flag war" came to an end. In 1944 Vardø was bombarded by Russian aircrafts. The fortress was spared, but more than a hundred houses were devastated. German troops, however, had to withdraw hastily and did not reach to burn down Vardø as intended.

Vardøhus Fortress is governed by The Norwegian Defence Estates Agency that is under the Ministry of Defence. Today, there is one commandant and four soldiers at Vardøhus. The flag is hoisted every day. The fortress has no defence value anymore, yet it is the only military section in Northern Norway obliged to firing salute on The National Day, May 17, The Independence Day, June 7 and on birthdays of members of the Royal Family.

Compared with fortresses in the south of Norway, the sun salute firing from Vardøhus fortress is unique. Each year, when the solar disc can be seen for the first time after months of polar night, two shots are fired from the fortress. Then all pupils at Vardø schools get free for the rest of the day.

The fortress opens daily for the public to visit an exhibition and offers guided tours. Yearly some 30,000 visitors come and see the museum with many historical testimonies, among them the so-called Kongestokken, an oak wood beam into which several kings carved their names (1).

The coastal liner Hurtigruten arrives Vardø daily and up to 100 people come and see the fortress during a limited one-hour stay. Along with this logistic problem, the fortress lacks proper routines for receiving the tourists. Moreover, the exhibition inside the fortress needs an update and modern guide facilities.

The mediation of cultural values and traditions is “handled by the commanding officer at Vardøhus Fortress... This presupposes that a ready-made communication system is established, which can be operated ... without further professional resources. ... The fortress must have a communication system that is in accordance with the fortress's important status as a national cultural heritage. Web solutions and digital information channels should be reviewed and coordinated. ...

Tourists who arrive with Hurtigruten have 20 to 45 minutes at their disposal. Individual or bus tourists, school groups and locals might have more time for a visit, communication to all groups should be self-structured, in several languages and allow them to move individually through the facility (*Governmental status report, 2018*).

Apart from the commandant's accountability, several local actors could contribute to necessary changes. Since the fortress is a military object, the Varanger museum and Vardø municipality have no formal responsibility but are important local and regional stakeholders in terms of promoting both the fortress and the city. Also, the local Business Association, the hotel, the port service, and suppliers of experience-based products might support Vardøhus fortress's role as arena and destination.

Assignments:

Highlighting the slogan “Culture meets Business”, students are challenged to develop feasible solutions for

- Facilitating the reception of tourist groups and individual guests and providing them with audio-visual guide services for the fortress and its museum.
- Development of a functional and interactive website

Regarding content, build your solutions for guiding facilities and web communication on core stories that Vardø and Vardøhus Fortress want to tell and that visitors would want to engage with. Vardøhus Fortress especially appreciates workable prototypes that professional partners can develop further.

Proposals should take into consideration basic assessment of costs and income opportunities.

Due to the complexity of development potential in Vardø Town, this assignment may also be seen in context with other Vardø cases of the BRIDGE project.

SOME SOURCES of information and reference.

If convenient use translate.google.com for some of the following sites:

<https://www.forsvarsbygg.no/no/festningene/finn-din-festning/vardohus-festning/>

http://military.wikia.com/wiki/Vardøhus_Fortress

https://en.wikipedia.org/wiki/Vardøhus_Fortress

<https://www.spottinghistory.com/view/3181/vardohus-fortress/>

<https://www.forsvarsbygg.no/no/festningene>

<https://www.visitvardo.com>

Wide range information on Vardø, Business association

<https://www.varangermuseum.no/en/>

Varanger Museum

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Vardø Hotel



Biotope.no

«Facing the Barents Sea in northernmost Norway, this hotel is 3.1 miles from Vardø Airport. Flat-screen TVs, sofas and tea/coffee facilities are in all rooms. Wi-Fi and parking are free. Private bathrooms, cable TV and mini-bars are found in Vardø Hotel's rooms. A shared laundry room can also be accessed. Vardø is the Finnmark region's oldest fishing village. Naturally, the hotel's own Restaurant Arctic specializes in local seafood. Guests can also enjoy sea and harbour views. Leisure options at Hotel Vardø include a gym, solarium and terrace. Bird watching, boating and fishing are popular area activities. The historic Vardøhus Fortress is 400 m away. Couples in particular like the location – they rated it 8.6 for a two-person trip.»

Assignment:

We want students to help us develop ...

- The outside area of Vardø hotel; making it more attractive for guests' relaxation in summer as well as during the winter time
- Short-time activities / services that we can offer to our guests

- A hotel website cross-linked to booking.com and similar sites
- A model of a combined hotel reception and tourist information service for mutual value added.
 - a) By reception personnel for two summer months
 - b) Via online communication, telephone, chat bots etc. over the rest of the year

SOME SOURCES of information and reference:

<https://www.booking.com/hotel/no/varda-hotell.html>)

<https://www.visitvardo.com> – some nice hotel impressions e.g. in Vlog Calendar/August

See also Case «Varangerkokken» <http://www.varangerkokken.no>

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<https://www.booking.com/hotel/no/varda-hotell.html>

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Vardø Tourism



@visitvardo.no

ASSIGNMENT:

SEEN WITH YOUR EYES: WHAT ARE “REASONS TO GO” TO VARDØ?

Vardø is working out a plan for tourism development. We want you to contribute with fresh-view answers to what we call “The Reasons to Go to Vardø”.

We are looking for new experience offerings or for developing existing ones. We want you to take another look on obvious and hidden triggers for tourists to come.

We would like you to tell us how you would use particular moments and stories of the city’s history and present to attract tourists. And which ones? What do you think are such favourite moments, big ones and small?

Suggest “recipes” for particular tourist experience offerings that can be based on such appealing stories and other triggers, as concepts for “Histories to consume”.

Make proposals for small and bigger packages with which we can attract tourists from different segments. Your proposals shall be implementable with business resources of the community of Vardø people. For us it is important to build a portfolio of tourism products and services that are unique and that appreciate tangible and intangible resources of our place.

Moreover, we want to use your ideas as persuasive marketing tools.

To succeed with supporting Vardø, we recommend studying available sources on history and presence of Vardø, the city’s ups and downs, contemporary cultural and political initiatives as well as historical highlights, arctic nature potential of Vardø and Varanger Peninsula and the city’s relations to the rest of the world. Also, look at actual or potential actors in the city that could be related to tourism.

The so-called RISS method might help you. This is a method for strategic development of experiences and communication for actors in the tourism industry, developed by Innovation Norway. Using this process can enable you to identify relations (emotional, historical, cultural etc.) between different customer segments or tourist personas on the one hand, and “Reasons to go” and your “recipes” on the other hand. As to harshly different climate conditions in the region, you might also consider a wheel-of-the-year approach for developing ideas for low season offerings, too.

Due to the complexity of development potential in Vardø Town, see this assignment in context with other Vardø cases of the BRIDGE project.

SOME SOURCES of information.

Some of the online sources on Vardø are written in Norwegian only. Simply use <https://translate.google.com> to gain quite a proper understanding.

<https://www.visitvardo.com>

Wide range information on Vardø

<http://www.architecturenorway.no//projects/culture/witch-memorial-2011/> Witch memorial

www.biotope.no

Architecture and Nature and place marketing

<http://nasjonalkolleksjon.com/riss>

(in Norwegian only; systematic and structured way of finding, shaping and enhancing experiences and communication

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Vardø Greenhouse



THE PLAN

A group of Vardø enthusiasts has the idea to build a local greenhouse for a year-round supply of the local population and especially kindergartens and schools with uncontaminated fresh organic vegetables and fruits. They established a non-profit membership association in April 2019, that will run the business voluntarily and reinvest revenues. The community baptised its venture „Dyrk arktisk Vardø» (“Grow Arctic Vardø”) and has just started a projecting process.

THE CHALLENGE ... TECHNOLOGY requirements in the Arctic

The project, of course, faces a manifold of challenges owing to the arctic environment with its extreme climate and daylight conditions. Solar energy, for instance, is not available for large periods of the year. Moreover, it is not allowed to raise windmills for running an energy-intensive greenhouse due to military radar located in the region. Extremely varying differences between inside and outside temperature must be considered. The team wants to use fertilisers incurring locally, yet waste and recycling management will remain to be an issue.

The idea of indoor-grown food on a small scale even for private use has gained popularity over the last years. IKEA’s Hydroponic Gardens might serve as an example of indoor farming. It’s evident that this kind of technical equipment will not fit any of Vardø conditions. A more comparable case of arctic food production exists on Svalbard archipelago at an even ten degrees higher latitude than Vardø. The initiators announce sustainable farming solutions in the Arctic, though during the summer months only.

“Grow Arctic Vardø”, however, intends a year-round sustainable supply. For a two-storey building with a ground area of 55 x 90 metres, the Vardø team is going to learn from newest technological developments to meet the specific challenges. Among critical moments for the greenhouse is a clean and nonstop energy supply, a fully automated system of temperature regulation, a stable irrigation system, sustainable fertilisation, temperature adaptability of construction and insulating material, recycling management processes, other interactive processes with the environment, and maintenance issues.

Concepts that inspire Grow Arctic Vardø's creative thinking are for example biological high-tech farming, vertical farming, urban farming and others. Those internationally emerging approaches to sustainable solutions might lead student teams in contributing to the project, too.

ASSIGNMENT

Considering your technical, economic and other team competences, do a search and selection job for technical and process solutions in the above areas in question. Sketch a requirement study for a technologically and environmentally self-sustaining greenhouse. Find potential national and international partners in the industry, in agricultural research institution, or in higher education who would support design and implementation of "Grow Arctic Vardø". You might also come up with models / partners for possible public private investment.

SOME SOURCES of information and reference

<https://www.highnorthnews.com/en/vegetable-farms-mushrooming-across-arctic>

<https://www.spitsbergen-svalbard.com/2015/04/03/permaculture-vegetables-fresh-and-tasty-from-the-arctic.html>

<https://www.polarpermaculture.com>

<https://www.visitvardo.com>

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Grand Hotel



IVB Arkitektur

VARDØ RESTORED

“Vardø is unique within the Finnmark region, being the only town in this Arctic county with a coherent set of pre-war buildings; almost all other buildings in Finnmark were ruined by the Germans’ scorched earth policy. In the years following the war, Vardø lacked any clear city planning strategies, and the historical buildings were poorly maintained. After decades of dilapidation, many of the inhabitants, as well as the local authorities, seemed to think it better to tear the structures down.

But then something changed. The driving forces behind the Vardø Restored project are local people who wish to alter the future of their town and their region. As the buildings are being restored, new businesses are emerging, and old businesses are being brought back to life. And through this work, local pride and optimism towards the future is being restored as well. ...

The main aim of the project has been to develop a national model for local development based on cultural heritage in commercial ownership. Buildings are restored in collaboration with the owners, with the aim of supporting their commercial activities. The restoration works are financed by the owners themselves, with support from the Norwegian Foundation for Cultural Heritage, The Uni Foundation, the Directorate of Cultural Heritage and Norwegian Cultural Heritage.

Project owner: Varanger Museum, Project period: 2012-2016, Project managers: Svein Harald Holmen and Monica Dahl, Varanger Museum, Department Vardø.” (1)

Vardø Restored is working on a "people first" philosophy, where the focus is on the people who own and run their business in cultural heritage. Local forces in Vardø are, through their courage and their love for the city, a key to successful urban development. It is therefore fundamental to bring out the people behind the houses. (2)

GRAND HOTEL

One of the locals who actively contribute to the restoration of buildings steeped in history is Bjørn Bertheussen, the owner of the old Grand Hotel Vardø.

“Built in 1914, it is one of the most prominent and elaborate hotels of the time in Northern Norway. Grand represents Vardø's prosperity around the turn of the century when the need for accommodation for travellers from Russia was increasing. The Grand Hotel survived the bombing of Vardø town during World War II. As one of the most distinctive pre-war buildings in Finnmark it is also unique in Norway. Over the years, the building has housed a pharmacy, a bank, the library, a school, the telegraph and a gallery, demonstrating its robust adaptability.” (3)

Right now, Bjørn Bertheussen is renovating the Grand. Over several years, the building has almost been unused. Now, he says, the restoration “may contribute to optimism in the city. There is nothing similar in all Finnmark. It’s exclusively found in Vardø. ... The greatest challenge is that not only us restorers, but also the entire population understand the value such a building represents for thriving and presenting the city.” (4) The video made by Kai Remi Hagen with Bjørn Bertheussen tells the story about the Grand today and the man behind. <https://vimeo.com/84778648>

Bjørn Bertheussen is reawakening The Grand for the most part with his own hands' work, as he did before with other buildings in the city. Even though it will still take time, he and his family is looking for ideas and plans for the future use of the building.

UTILIZATION CONCEPTS WANTED

“The building has so many possibilities that we do not know where to start. Vardø locals could have manifold use of it, but we also have various groups who come and see the town. The Grand could become a neighbourhood building for local’s activities, or a hub with work opportunities and accommodation for travellers, architects, artists, craftsmen, writers and other groups of interests who want to use the place and want to stay here for extended periods of time.” (*Maria Bertheussen Skrydstrup, Varanger Museum, Vardø*)

Assignment:

Students are challenged to develop conceptual proposals for the use of the building, well-known and old-fashioned ones, or something brand new and unexpected. Explore alternative models of establishing a community of users. However, instead of presenting comprehensive concepts, it is also possible to suggest some “try out” activities for users / customers in parts of the building. Inspiration might be led by best practice regarding similar buildings in comparable places anywhere in the world or by students’ personal interests and imagination. Consider the uniqueness of the place of Vardø town in terms of geographical location, number of inhabitants etc.

The Grand Hotel assignment may also be seen in context with other Vardø cases of the BRIDGE project.

SOME SOURCES of information and reference. If convenient use translate.google.com for some of the following sites:

(1) <http://www.architecturenorway.no/stories/other-stories/vardo-2014/>

(Including exiting photographs)

(2) <https://www.varangermuseum.no/prosjekter/vardo-restored/> (in Norwegian)

(3) <http://ivbarkitektur.com/grand-hotel-ward--restore>

(4) <https://vimeo.com/84778648> (Video with Bjørn Bertheussen and Grand Hotel)

(5) <http://www.architecturenorway.no/search?q=vardo>

<https://vimeo.com/user24406842> Videos about Vardø Restored projects

<https://www.visitvardo.com>

<https://vimeo.com/102705852> Komafest in Vardø 2014 (Ten international artists)

<https://www.arkitektur-n.no/artikler/vern-gjennom-bruk>

<https://www.arkitektur-n.no/artikler/husene-som-vaknet-fra-koma>

<https://www.arkitektur-n.no/artikler/arkitekter-med-luft-under-vingene>

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Seafood Centre Vardø High School



Vardø videregående skole

/Vardø gets the national seafood education line

In the (national governmental) budget negotiations, there was a majority for establishing a national seafood line at Vardø upper secondary school.

Published 21.11.2018

This means that young people from all over the country can apply for the line and will be able to acquire practical and theoretical knowledge about Norway's second largest export industry.

Three-year education allows students for choosing between two different direction. They can either learn as vocational apprentices or parallelly qualify themselves for higher education within the seafood field.

In collaboration with the Education Department and the Main Committee for Competence the school can now begin preparatory work for the autumn 2019 semester.

It has taken several years and a great deal of work to establish a seafood line. We at Vardø upper secondary school are pleased that the Storting (The Norwegian Parliament) has now acknowledged this effort giving us confidence and resources to contribute to making Norway the world's best seafood nation, says rector Geir Remme to the school's own website.

(Translated from: <https://www.utdanningsnytt.no/nyheter/2018/november/vardo-far-nasjonal-sjomatlinje/>)

Fish is fresh. The same is knowledge

Published by Leif Arne Haugom, 25.01.2019

The seafood industry is not what it once was. From the fish being caught and slaughtered, it takes a few hours before it is sorted, filleted, packaged, and on its way to flight to customers all over the world.

High-tech systems with 3D lasers, X-ray, water-jet and advanced software make this possible almost completely without manual work. The seafood industry needs plenty of young people to keep up with the exciting technological developments.

The new national seafood line in Vardø is the country's first and only specialized field of study for the seafood industry. We give you the best starting point for a career in one of the country's largest and most important export industries.

About the seafood class

One of Norway's largest export industries has not had its own education - until now. Seafood class at Vardø High School is a practical education where students get vocational and higher education qualifications at the same time.

Pupils receive comprehensive knowledge required for further education in seafood, fishing and aquaculture industry. They can study further at college or university or go for an additional year to obtain a vocational certificate.

Course of Education

On the seafood line you get general study qualifications so that, after the 3rd year, you can move on to higher education at colleges or universities. But you can also get a certificate in either seafood production or the seafood trade (after 2nd or 3rd year).

Vocational certificate: Seafood trader / fishmonger

As a seafood trader, you can work in seafood stores, in seafood dishes and in other stores that sells seafood. Other seafood traders work in the export and wholesale industry.

Vocational certificate: Seafood producer

Professionals are employed in fishing industry companies, at seafood producers, on fishing vessels and for various export companies within the industry. Seafood companies can be found all over the coast, the country around. There are also good opportunities for working abroad.

(Translated from, <http://www.vardo.vgs.no/utdanningsprogram/nasjonal-sjomatlinje/>)

Vardø upper secondary school is in the centre of Vardø with the sea as the nearest neighbour. Here we are about 100 students and about 30 employees. We have long traditions of educating people to the seafood industry. We have modern and contemporary premises with both restaurant and fishing shop.

<http://www.vardo.vgs.no/aktuelt/norges-mest-spennende-larerjobb.587635.aspx>

SOME MORE INFORMATION given by the seafood line project leader

Class capacity 15 students per year of enrolment
Target group 9th class secondary school pupils, from entire Norway
Offering: Basic skills and competences in seafood production
Important for pupils / high school students: product development, marketing, international experience
Cooperation with the industry; e.g. with fisheries in Båtsfjord
Being open for students own creative ideas and contribution

Job opportunities in Seafood Industry:

Researcher, Engineer, Marketing manager, IT expert, Product developer, Production manager, Market analyst, Production technician, Communication consultant, Food technologist, Quality manager, Brand developer, Marketing consultant, Fish farmer, Health environment and safety manager, Fishmonger, Natural resource manager, Environmental consultant, Seafood cook, Oceanographer, Hydrologist, Veterinary, Analyst, Economist, Exporter, Marine biologist

Our Challenge: Recruitment of students for the only high school with vocational education for seafood production. We must ...

1. Learn more about how to attract 16 – 20-year-old pupils
2. Learn more about expectations and needs of the industry in terms of competences, skills for seafood production (modernisation of production lines; Salmon industry ...

Recruitment Efforts done so far in another vocational class (restaurant and cooking):
Cooperation with Local training office; Visit trade and education fairs; External activities like learning abroad for a week-long excursion

SOME MORE INDUSTRY-RELATED INFORMATION

Seafood industry expects an increase of 500% value added in the near future without any increase in resource exploitation.

That means a tendency towards a much more sustainable 100% -use of the catch or aquaculture output; a better quality of the catch prepared for processing by advanced technology; the development of new products like silage, proteins etc.; the development of solutions for live fish storage; process monitoring by IKT tools etc.

In Europe, outside Norway, around seventeen thousand jobs are connected to processing primary seafood from Norway. For a sustainable future economy effort is needed to get more processing jobs home.

Assignment

Keep in mind some of the pros, cons, and challenges for Vardø Seafood education, as for example:

As for the target group:

Pros: Vocational education that provides students with competences and skill for making an individual career in a more and more technology and diversity-oriented industry; seafood-related on- and offshore job opportunities in many places in the country. Moreover, the three-year programme qualifies for advanced education in the field.

On the other hand: For most young people, especially from southern parts of the country, the non-attractive image of a far-away place. And a probably wide-spread ignorance of present and future job profiles in the seafood industry ...

As for the school:

Pros: Vardø being the only place throughout Norway with vocational seafood education. The influence of a governmental decision to establish this education in Vardø. The proximity to actors in the seafood industry. The intimacy of a small education institute that allows for intensive personal training and guiding.

Challenges: The remoteness of the place limits the reachability of the target group of pupils and institutions. Limited resources for doing a recruitment job (manpower, time, recruitment-related finance) along with teaching and developing the programme.

Vardø Upper Secondary School and its National Seafood Education Centre want students to help us develop ...

Ideas for regionally and nation-wide effective recruitment measures that reach out to young pupils in secondary schools (age around 15 – 18). We are looking for models of recruiting projects that we can use systematically, repeatedly.

We are not only looking for new or improved information channels, but also for measures that inform about the appealing world of seafood industry, about the value chain “from the sea to the plate”. We want to let pupils experience what we are passionate for. For your proposals, consider the “experience quality” or persuasiveness of different recruitment measures, some unique selling points.

Given our above-mentioned limited resources, we need public and private stakeholders that can contribute to our recruitment efforts. For designing your suggestions consider a wide spectre of potential partners from education institutions, from the industry, and from on levels of governmental and industry-relevant organisations

The feasibility of your proposals is important, i.e. remember the resources of Vardø high school and the involvement of supporting parties

SOME SOURCES of information.

Some of the online sources on Vardø and others are written in Norwegian only. Simply use <https://translate.google.com> to gain quite a proper understanding.

<https://www.visitvardo.com>

<https://thefishsite.com/articles/vocational-training-vital-for-european-aquaculture>

<http://www.vardo.vgs.no/utdanningsprogram/nasjonal-sjomatlinje/>

<http://www.sjomatsenteret.no>

<https://uit.no/utdanning/program/268941/fiskeri-og-havbruksvitenskap-master>

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Varanger View



Biotop.no

“Varanger View” is a family firm going to establish a small cottage village very close to the seashore in Svartnes, a few kilometres from Vardø centre. Varanger View wants to offer an intimate place to tourists who like to stay in the arctic nature surrounded by bird and animal life for some days.

Varanger View is easy to reach for motor car tourists or by plane. In the latter case it’s possible to rent a car in Vardø for exploring the surrounding area.

The first six out of ten cottages will be built in 2019. They are equipped with a living room including a cooking facility, a bed room for two people, and a shower. In an additional building guests can use a sauna and meet their cabin neighbours around a large table for socialising and for preparing and having more opulent meals.

At the beginning, Varanger View wants to receive tourist from March to September. During this time of the year, tourists can still enjoy the Northern Lights for some weeks, and later, the midnight sun invites for day around activities. The company plans a bike and snowshoe rental outlet.

Varanger view will be perfect for those who want to stay for more than three days in a kind of basecamp. Here, they can enjoy cosy cottage leisure and individually chosen activities. Arctic nature and a variety of local culture in Vardø and the Varanger peninsula are awaiting them.

Assignments

Varanger View wants students to ...

- Develop a website including booking facility
- Develop a marketing strategy especially for the tourist segment “Your Time” that is also known as “Time for yourself”, “Slow Tourism” or “Relaxation, nature, birds, animal life”
- As part of a marketing plan, compile “residence programmes” - distinct for summer, fall and late winter: things to do and to experience within easy reach for tourists staying in Svartnes, and segmented for different tourist personas

SOME SOURCES among others as basis for ideation. If convenient use translate.google.com for some of the following sites:

<https://www.nasjonalturistveger.no/en/routes/varanger> National Tourist Road Info / Markers

<https://brand.nordnorge.com/personas-kolleksjon/your-time> Focus on the segment “Your Time”, especially persona “Slow travel Sarah”

<https://www.visitvardo.com>

Wide range information on Vardø

<https://www.visitvaranger.no/en>

... and Varanger Peninsula

CONTACT:

Lone Bangsund

Vardø

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