



STATUS UPDATE: *Growing Green*

Webinar with Tim Foster

October 10, 2023

NorrlandsNavet

Center för företagsutveckling i norra Sverige

Cultivating competence

Growing Green

How tourism and hospitality SMEs can thrive in their ecosystem

Jeandri Robertson, Kerry Chipp, Helena Ranängen, Tim Foster

NorrlandsNavet
Center för företagsutveckling i norra Sverige

Research focus & Objectives



FOCUS: To provide a better understanding on the SME connection to, and leveraging of, the ecosystem in which it operates, to capitalize on the potential of **green initiatives, partnerships, and investments** in the tourism and hospitality sector of Norrland.

RQ1: What are the current, multilayer, and multilevel networks operating and how do these interact with **green investments** and collaboration?

PRACTICAL AIM: To understand what the new, post-pandemic ecosystem looks like and how green initiatives work, that SMEs in the tourism and hospitality industry can capitalize on.

RQ2: How can the local tourism and hospitality industry be boosted through knowledge of best practice between SMEs and other organizations within the ecosystem to attract and grow from sustainability and **green investments**?

PRACTICAL AIM: To develop sustainable, innovative green tourism business and product development processes and strategies, based on what has been learned from an ecosystem perspective.

Data collection

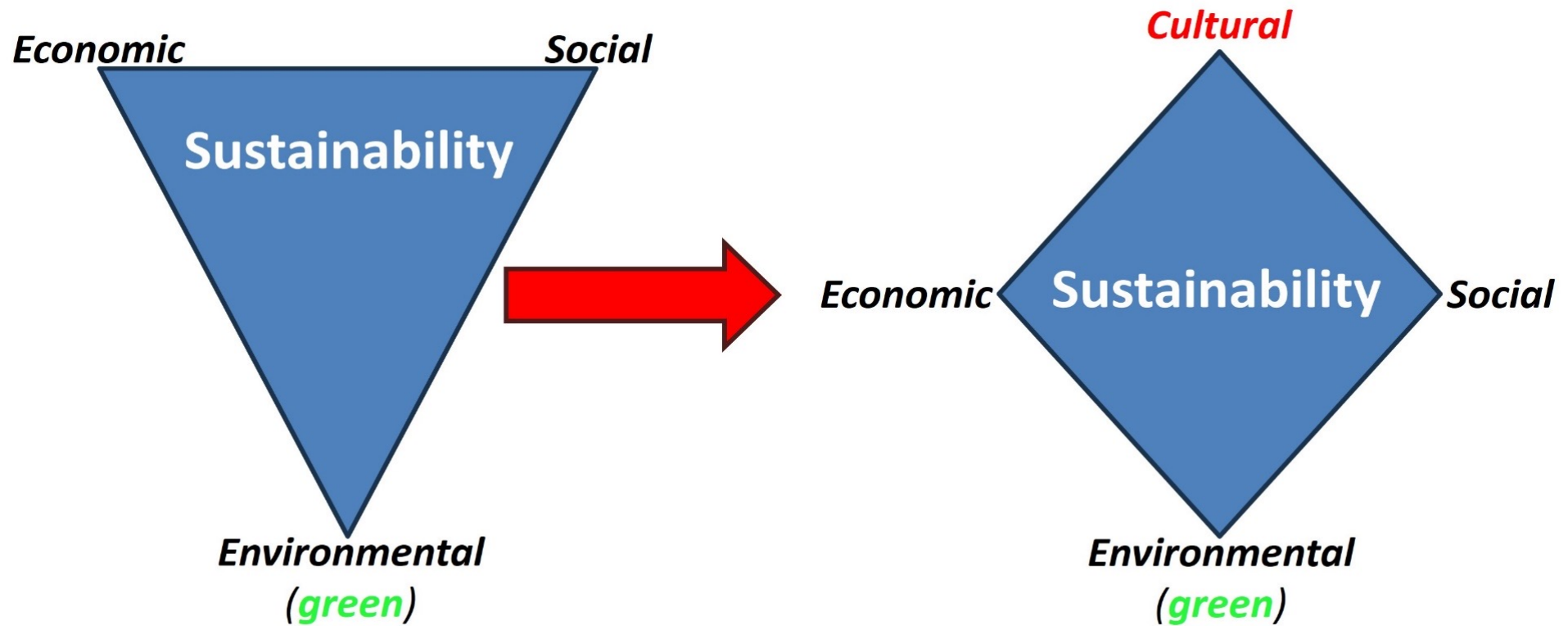


- 5 “umbrella” organizations representing hundreds of companies
- 10 individual entrepreneurs from Luleå to Kiruna
- SMEs included things to do, places to stay, places to eat, and things to buy
- Covered **all of “Norrland”** (+Dalarna on our southern border)
- **Depth interviews** using snowballing technique

Academic insights

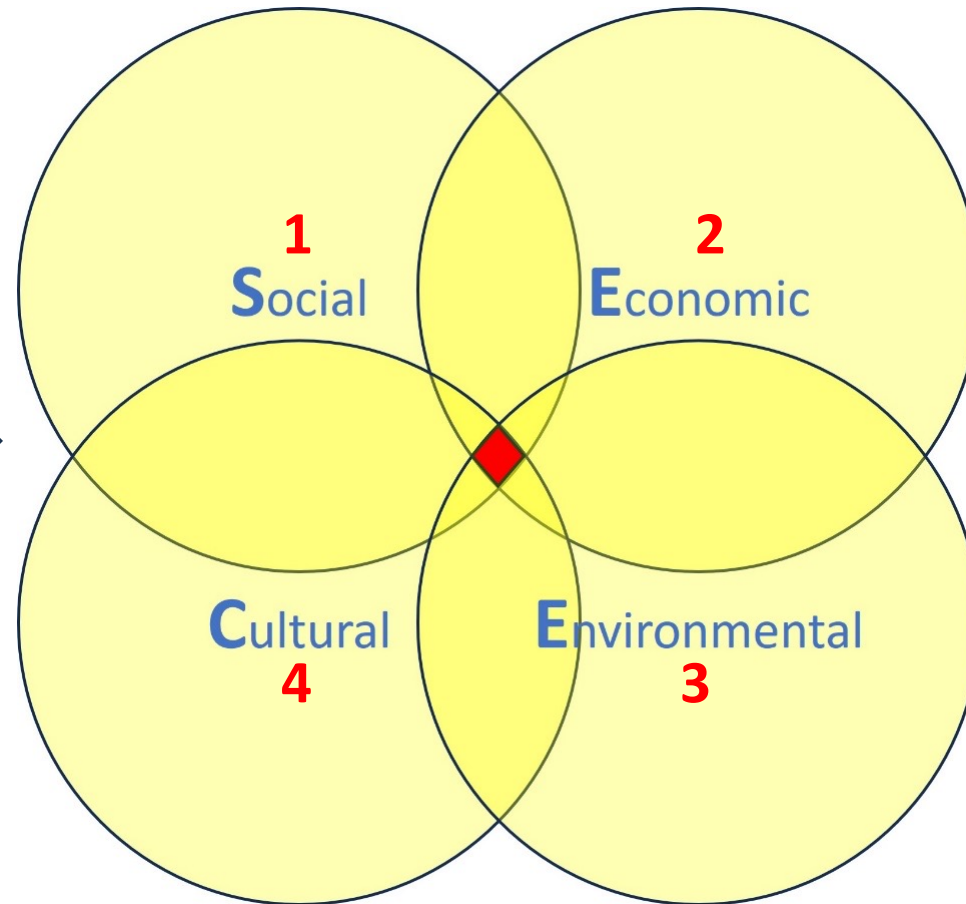
- More & different results than expected
- COMPANIES: "Green" = sustainability
- But SUSTAINABLE = Much more than "environmental"
- Support for previous research...
- But some additional insights as well...

Academic insights



Sustainable convergence

According to SMEs...
The "SEEC" framework



Benefits to SMEs

THE ECOSYSTEM:

- *Ecosystems* involve entrepreneurs, umbrella organizations, suppliers/partners, government, citizens, and many sub-cultures
- Too often **government** focuses on heavy industry vs. tertiary industries like tourism
- Heavier focus on helping SMEs develop “**green strategies**”
- Sustainable “**code of conduct**” for businesses, tourists, partners
- Tourism is seasonal – **sustainable ecosystems** face many issues
- “**Certification:**” Support and simplicity desperately needed!
- BIGGEST ISSUE: Resources (time, money, competence) for SMEs

Tack!



Tim



Jeandri



Kerry



Helena

tim.foster@ltu.se

NorrlandsNavet
Center för företagsutveckling i norra Sverige