



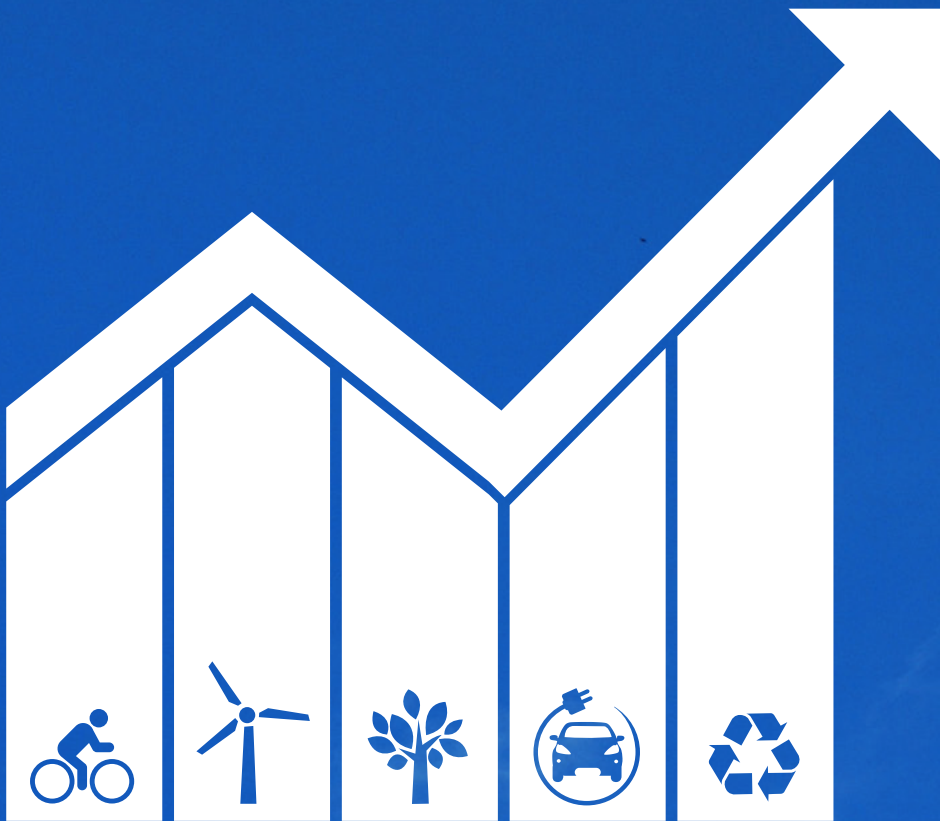
university of
 groningen

campus fryslân

centre for sustainable entrepreneurship

Sustainable Entrepreneurship in the North Sea Region: A guidebook of best-case examples

Dawo, H., Long, T.B., Yttredel, E.R., Tippett, A.W., & de Jong, D.



Working paper series
2103-CSE



university of
 groningen

campus fryslân

Working paper series

Centre for Sustainable Entrepreneurship
University of Groningen/Campus Fryslân

Visiting address:
Wirdumerdijk 34
8911 CE Leeuwarden
The Netherlands

T +3158 205 5000

www.rug.nl/cf/cse

Editor: Niels Faber
Academic director: Dr. Gjalt de Jong
Design (cover): David-Imre Kanselaar

Sustainable Entrepreneurship in the North Sea Region: A guidebook of best-case examples

Dawo, H., Long, T.B., Yttredel, E.R., Tippet, A.W., & de Jong, D.

January 2021

Abstract

This new report aims to show how best to develop tourism in a sustainable and engaging way, throughout the North Sea Region. With examples from all five partner nations, the report highlights that these approaches can be utilised in different types of nature and heritage sites.

World Heritage and nature protection sites have an abundance of value in the form of natural and cultural resources. This guidebook explores the question of how sustainable tourism businesses can prosper by both drawing on and protecting these unique natural and cultural resources. To do this, the guidebook draws on the concepts of sustainable entrepreneurship, ecosystem services and sustainable business models to provide frameworks and examples of how sustainable businesses operating at World Heritage sites in the North Sea region can 'protect and prosper'.

The report was compiled by the project partners University of Groningen and Norwegian University of Science and Technology in the framework of Prowad Link.

Keywords: Sustainable entrepreneurship, Heritage, Nature protection