

PUSH

ENJOY

EDGE
OF
NORWAY®

Norway – Powered by Nature, Culture and People

"Experiences from the work towards the
Label for Sustainable Destinations"

EXPLORE

Heta Inoma

STEP BACK



Sustainable Destination

Local engagement
in a long perspective



Economical



Social



Environmental



Cooperation



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The image features a stylized map of Norway in a light yellow-green color, overlaid on a background of a harbor at dusk. A dashed circle highlights the location of Stavanger on the western coast of Norway, with a white arrow pointing from the text 'Stavanger' below to this circle. The background shows a harbor with several sailboats, buildings along the waterfront, and a prominent church tower with a spire. The sky is a mix of dark blue and orange from the setting sun, with reflections on the water.

Stavanger

A REGION OF CONTRASTS

- IN THE SOUTHWEST OF FJORD NORWAY



LYSEFJORD



© Go Fjords

JÆREN BEACHES

FRAFJORD



SUP & KAYAK

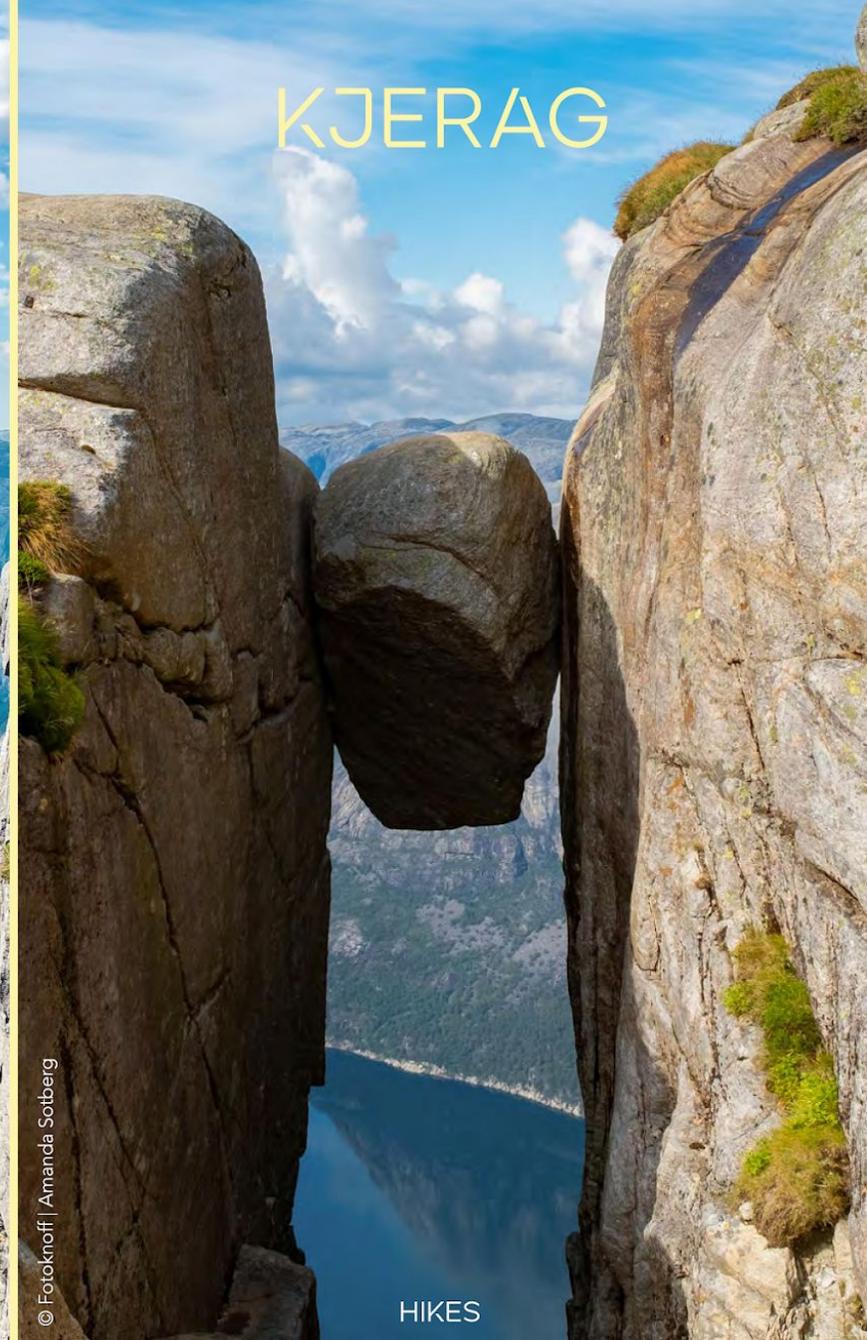
LYSEJORD



© Eirill Gitlesen

TREKKING

KJERAG



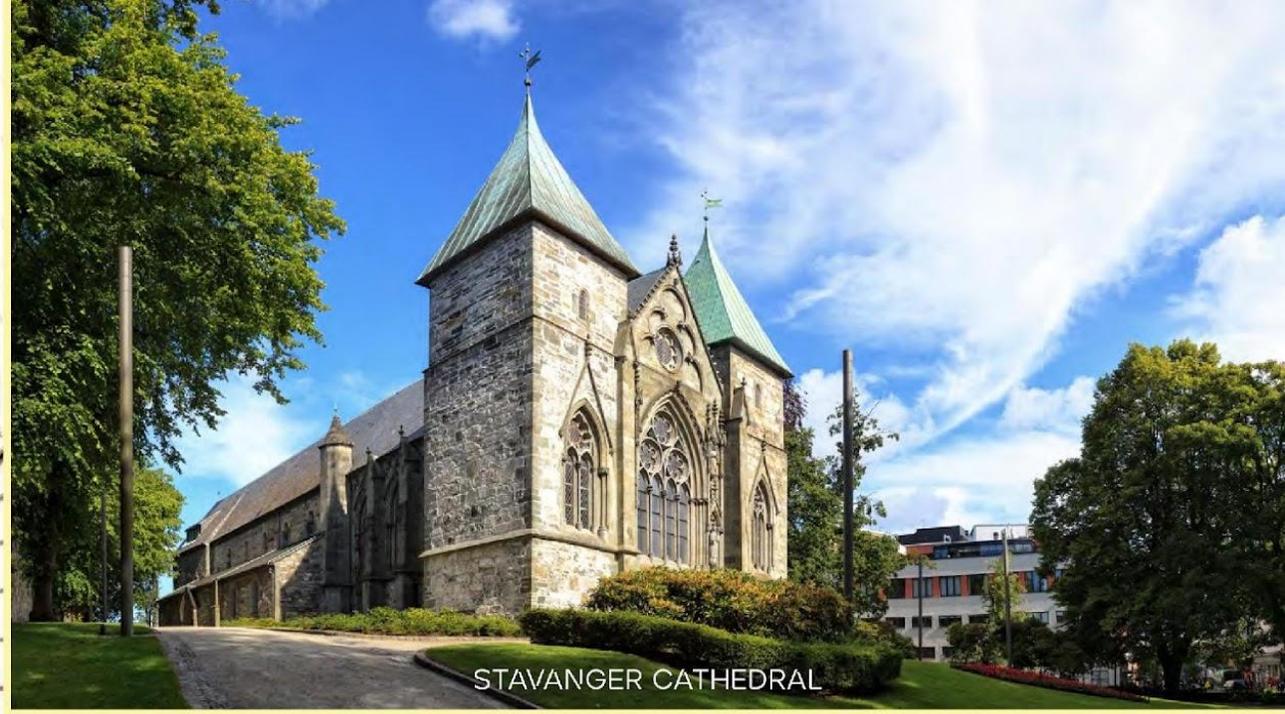
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HIKES

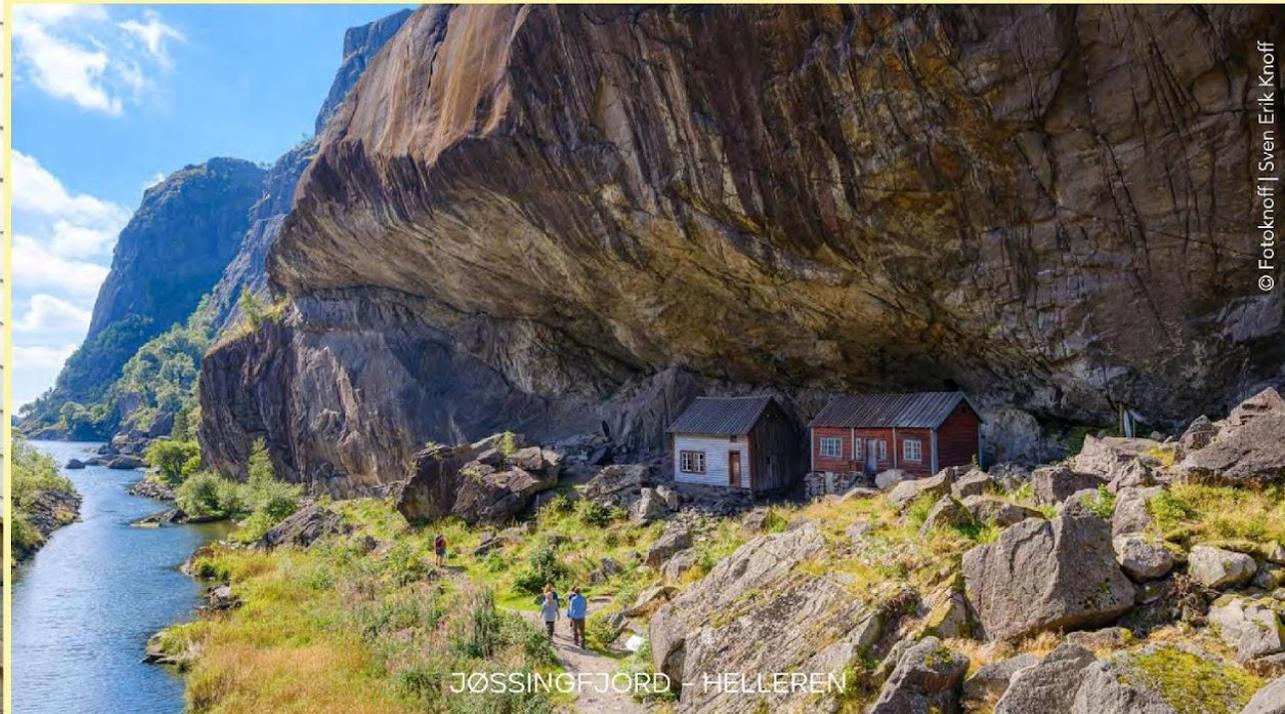


CULTURE

OLD STAVANGER



STAVANGER CATHEDRAL



JØSSINGFJORD - HELLEREN

SMALL TOWNS & VILLAGES

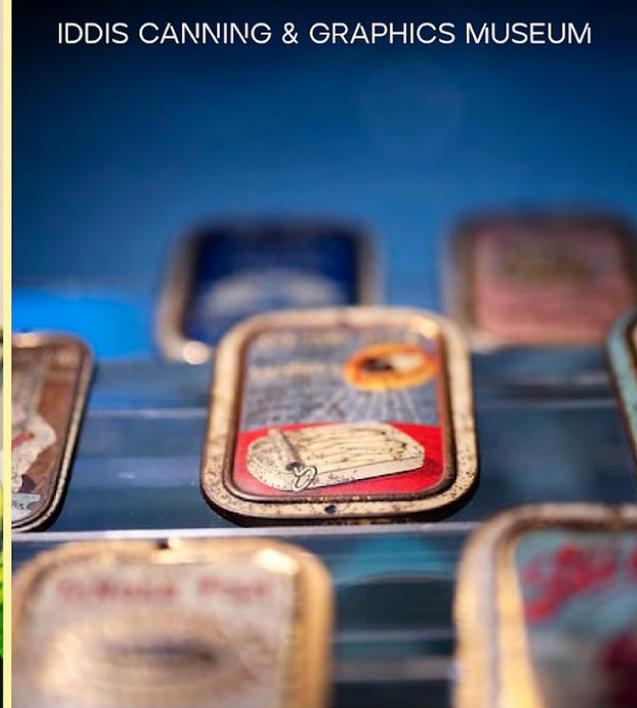


THE COLORFUL STREET IN STAVANGER

SOGNDALSTRAND



Fabel Media



JÆRMUSEET - AGRO CULTURE



BROKEN CHAIN



© Lars Korvald & Ruben Soltvedt

MUSEUMS & ART



NORWEGIAN PETROLEUM MUSEUM



UTSTEIN MONASTERY



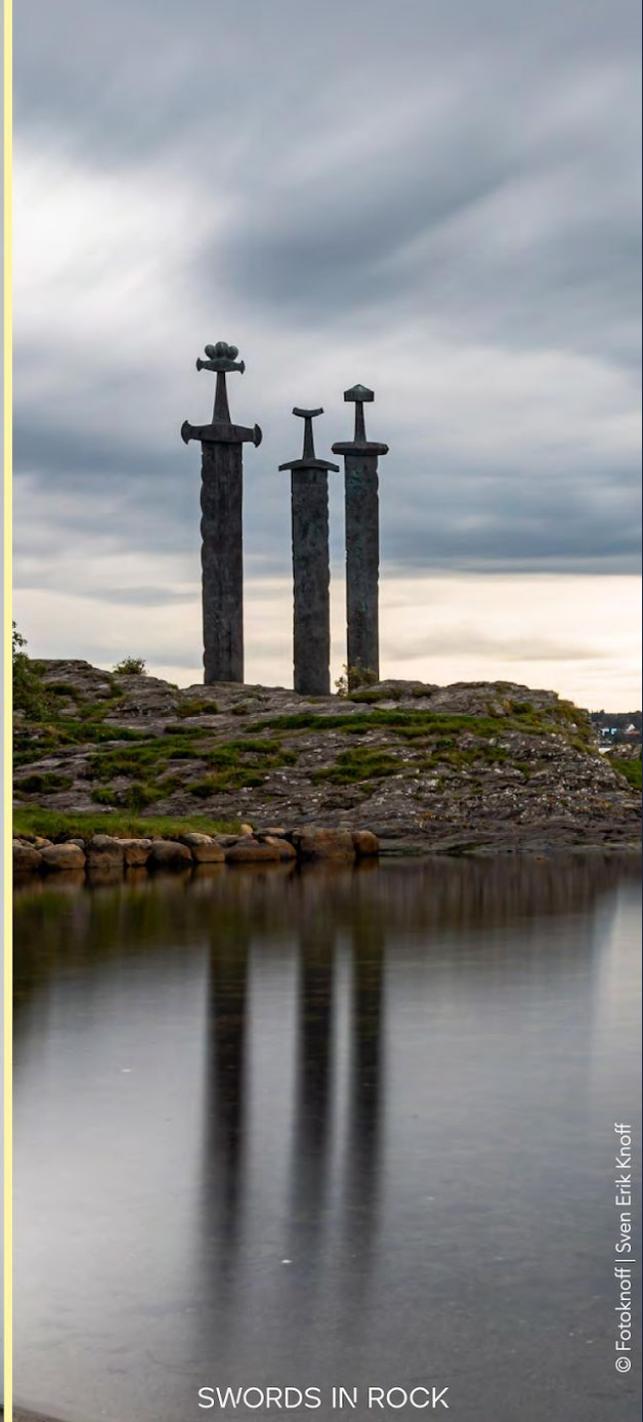
IRON AGE FARM



HISTORY

MUSEUMS OF STAVANGER - LEDAAL

© Anne Lise Norheim



SWORDS IN ROCK

© Fotoknøff | Sven Erik Knøff

Region Stavanger | MAP



WORLD CLASS FOOD

MICHELIN GUIDE RESTAURANTS



RE-NAÄ
CREATIVE



SABI OMAKASE
SUSHI



HERMETIKKEN
MODERN CUISINE



K2 RESTAURANT
MODERN CUISINE

TANGO
MODERN CUISINE

BELLIES
VEGAN

SÖL
MODERN CUISINE

BRAVO
NORWEGIAN



- 2024
- ✓ Political support from the City of Stavanger
 - ✓ Establishment of a steering group and destination management
 - ✓ GAP analysis with the City of Stavanger
 - ✓ Defining the scope and budget of the project and submitting the official application to the Innovation Norway organization
- 2025
- ✓ Description of the destination and sustainability
 - ✓ Analysis of attractions, cultural heritage, and natural resources
 - ✓ Creating a communication strategy for sustainable development in the destination
 - ✓ Visitor, member, and resident surveys
 - ✓ Risk analysis and dialogue with the emergency preparedness group
- 2026
- ✓ Engaging the local tourism industry in collaboration on various topics such as destination strategy, leveraging local traditions in product development, environmental practices and certification, quality of work, cooperation between companies, and cruise tourism.
 - ✓ Development of the destination management framework and creation of a strategy for the entire destination
 - ✓ Reporting according to 100 indicators on Innovation Norway's sustainability platform
 - ✓ Inspection visit and destination evaluation
- 2028
- ✓ Launching a new project plan for re-certification
 - ✓ Carrying out the re-certification process



Edge akademiet 2025 – Involving the companies in our network

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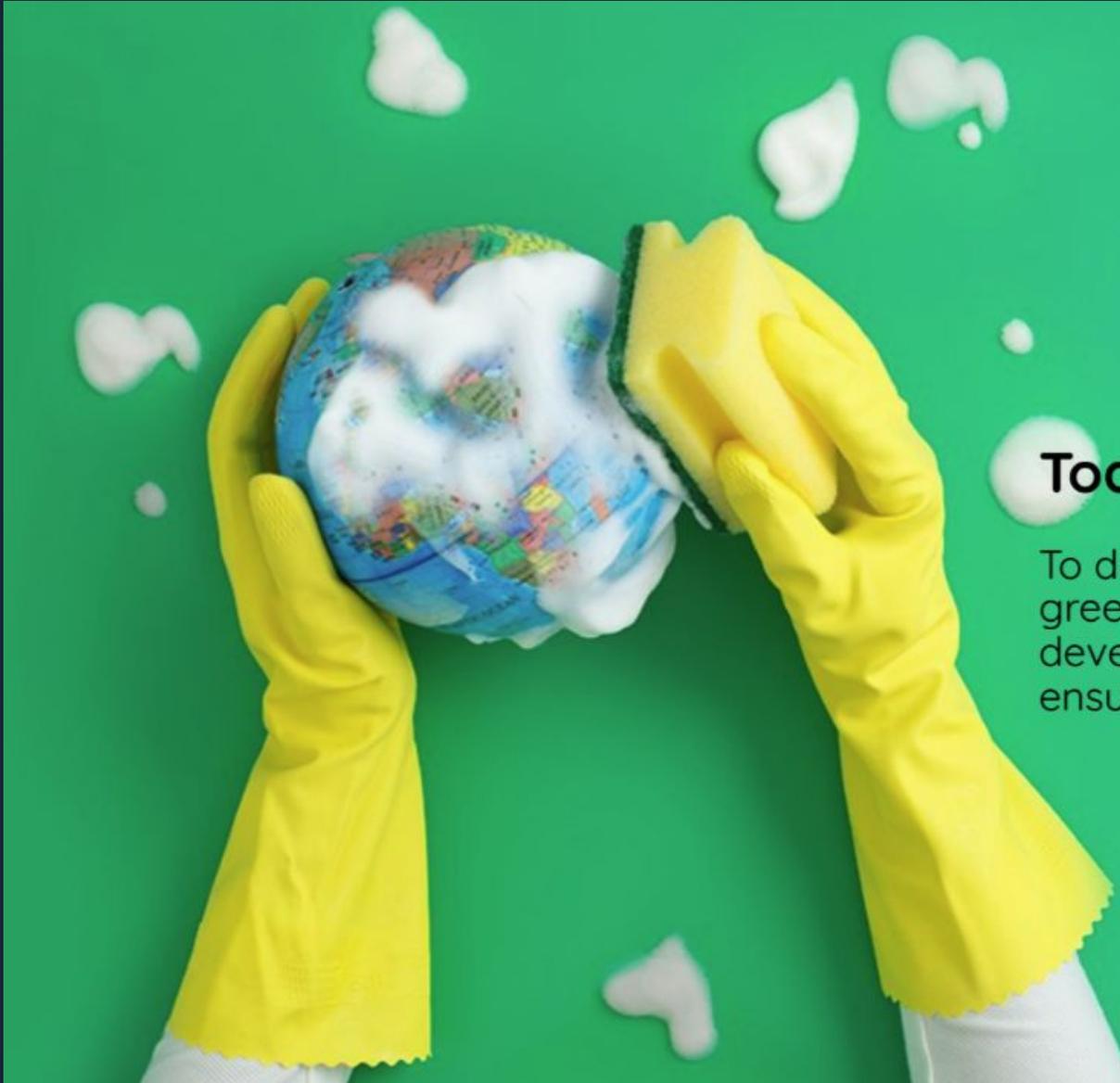
Edge Akademiet: Communication, Sales and Sustainability

Edge Akademiet: The Norwegian Transparency Act

Edge Akademiet: Climate Reporting

Edge Akademiet: Economical sustainability

Edge Akademiet: Environmental reporting workshop



Greenwashing

Behaviour or activities that make people believe that a company is doing more to protect the environment than it really is.

Source: Cambridge Dictionary



Greenblushing or greenhushing

Walking the walk while being too shy or lacking in confidence to talk the talk.

Source: Sustainable Brands



Today's objective

To develop a common understanding of greenwashing, and work together to develop communications principles that ensure trust and authenticity.



KommunikasjonsLøftet

Eit samarbeid mellom reisemåla i NDBR og Innovasjon Norge
Reiseliv

<https://www.berekraftsnettverket.no/kommunikasjonsloftet/heim>

Training the seasonal staff in visitor centre



GRØNN NYTELSE

Å reise kollektivt, kjøre elbil, sykle og spise kortreist mat – det er å reise grønt. Kjenn på følelsen av å kunne bidra til en grønnere verden, samtidig som du reiser. Det er en god følelse. Det er mange valg vi kan ta for å reise mer miljøvennlig, og hvert bidrag teller. Vi gir deg noen tips på veien, og håper det vil bidra til en grønn nytelse på din reise.

Velg Norge hele året

Hver årstid har sin egen sjarm. Høsten med sine knyttede farger, vinteren med den klare luften og det fine frost, våren, når alt begynner å blomstre og såsvagt sommeren med varme, late dager.

De fleste museer er helårsåpne, og kulturbudet med konserter og teater er mye større i løvsesongen, der du også kommer lettere på lokalkafeløkingen. Opplevelser i naturen er alltid mulig, og det er store sannsynlighet for at du får nyte de store attraksjonene helt for deg selv, samtidig som turen kanskje krever litt mer av deg. Guidetjenester som også tilbyr transport er tilgjengelige hele året. Har du lite kunnskap om ferier, kan du gå sammen med en naturguide som vet hvordan forholdene er og hvilket utstyr som trengs. Høstturene bidrar til lønnsomt arbeid og bærekraftig utvikling av et reisemål. Ved å velge å reise litt utenom hovedsesongen, er du med på å sikre at aktivitetseverandere, overnattings- og spisesteder blir levedyktige og bærekraftige over tid, samtidig som du er med på å begrense det store trykket på reisemålet i hovedsesongen.



© Tom Bullen

REIS GRØNT LA!

Kom deg hit og rundt med offentlig transport

Du kommer deg enkelt hit med tog fra Kristiansand og Oslo, og det er flere daglige forbindelser på ferien mellom Stavanger og Egersund. Se [Go Ahead](https://www.goahead.no) for tider og priser. Kystbussen kjører mellom Bergen og Stavanger via Haugesund, og Konkurrenten mellom Oslo og Stavanger via Kristiansand og Flakkefjord – se [nor-way.no](https://www.nor-way.no). Kolumbus har ansvaret for offentlig transport med buss og hurtigbåt i regionen, der planlegger du enkelt sammen din reiseplanlegger – se [kolumbus.no](https://www.kolumbus.no). Du kan også leie elskytter i Kolumbus. Til startpunkt for turen til Prek stulen og Kjerag kjører bussene fra parkeringsplassen og på forfods.no.



Reise med (bo)bil

Fjordline kjører bilferje fra Hirtshals til Kristiansand, Stavanger og Bergen selges på Stavanger og Sandnes tur Bompenger betaler du på utlekkerturen, er automatisk. Faktura se av bilen uten tilleggsgjeb. Bobil en nyttig side for deg som er på t

Kolumbus Bil

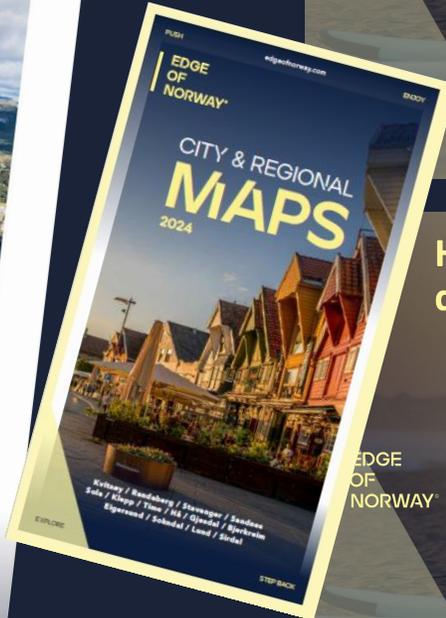


2024
KVITSØY / RANDABERG / STAVANGER / SANDNES
SOLA / KLEPP / TIME / HÅ / GJESDAL / BJERKREIM
EIGERSUND / SOKNDAL / LUND / SIRDAL

EXPLORE

Maps included

STEP BACK



EDGE OF NORWAY

EXPLORE

Hvor finner du info?

- Info om natur og dyrvelferd: <https://www.fjordnorway.com/no/reiseinspirasjon/fjordloftet>
- Info om droneregler: <https://luftfartstilsynet.no/droner/droneregler/droneregler/>
- Info om badevannskvalitet er tilgjengelig fra kommune: <https://www.stavanger.kommune.no/revolusjon-og-miljo/miljo-og-klima/vannkvalitet/>
- Viktig å dele info om værforhold og utstyr (klimaendringene øker ekstremværforhold)
- Husk kvalitetssikret informasjon er hos Edge of Norway / Fjord Norway. Bruk de rette kanalene når vi diskuterer med gjestene!
- Hvordan bruke filtrering med miljøsertifisering?
- Ting å gjøre i starten av arbeidsdagen: <https://www.fjordnorway.com/en/activities/things-to-do/stavanger>
- Rutine å sjekke tilgjengelighet og tillrettelagging når vi har spørsmål om det
- Vi anbefaler ikke OTA:s (booking.com, etc.), Park4Night, Direct Ferries eller Getyourguide. Alltid bedre for destinasjonen hvis bookingen skjer direkte med lokalbedriftene!

Hjelp besøkende å være god for destinasjonen

- Husk å anbefale Kolumbus, bus, tog, el-taxi
- Gå gjennom reglene for Gamle Stavanger med hver gjest som skal dit
- Lese gjennom reglene for Gamle Stavanger med hver gjest som skal dit
- Mot forsøpling, vi anbefaler campingplass istedet av villcamping
- Dele info om lokale produkter og opplevelser, gi alltid litt ekstra for hvert spørsmål!
- Regenerative produkter: Engøyholmen, Viste Strandhotell, Boretunet
- Museene deler lokalkultur, tradisjon og industrihistorie. Husk viktige årstall fra tidslinjen i magasinet!
- Mat og drikketradisjon; tenk hva er local cuisine og hvilke produktene lages her

Involving local residents and cruise crew onboard cruise ships



Crew Tour



Welcome Back to Stavanger!

Chocolate & Vikings





Free Tour!
 We are excited to offer a Crew Tour for our upcoming call to the port of Stavanger. This is your chance: Learn about how chocolate is made and create your own chocolate troll. Afterwards there will be a chocolate tasting and you will see a film about a cocoa plantation, about our own chocolate production and of course hear some stories from the chocolate staff.
 Travel back to the Viking Age with Virtual Reality to experience the story of Harald Fairhair, the first king of Norway!

Tour Details:

- **Date: 25th of February 2025**
- **Time: 12:30-14:30 (approx. 2 hours)**
- **Meeting Point: 12:45 pick up from pier by Viking Queen**
- **Location: Stavanger Port, IPM C**
- **Maximum 20 person**

Important Notes:

- **FREE OF CHARGE**
- Once the deadline has passed, no more cancellations can be made
- Please ask your supervisor if you can participate. Take a look at our IPM schedule before registering and do not block seats if you are unsure
- Cancellation Deadline: **24th of February 2025, at 18:00**






»»

2. OKTOBER
KL. 17- 20

TUR TIL HELGØY

VISIT REGION STAVANGER CRUISENETTVERK I SAMARBEID MED
 HELGØY SKYSSBÅT INVITERER TIL:

- BÅTTUR TIL HELGØY
- BESØK OG OMVISNING PÅ EPLERIET
- SERVERING: KAFFE OG NOE SØTT Å BITE I

Avgang fra Strandkaiaen.
OBS! 700 meter å gå fra båten til Epleriet.

Trenger du skuss denne strekningen gj beskjed ved påmelding.

 Cruisesjef, Line Murphy
47616076

 Påmelding til: line.murphy@regionstavanger.com
Første mann til mølla. Begrenset plass.

Collaboration with Cruise Manager and cruise norway: Guidelines for Cruise Visitors and Operators from 2026

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NATIONAL GUIDELINES FOR CRUISE GUESTS



The best way to discover each destination fully, is to contact the local tourist office/destination management for advice. Contact info: <https://cruise-norway.no/> or visitnorway.com



We encourage you to shop locally made products and Norwegian design.



Please help us keep Norway clean. Use rubbish bins where available or bring the litter with you until you can recycle it. Please do not throw cigarette butts on the ground.



If you want to use a drone, you need to follow the national regulations: <https://luftfartstilsynet.no/en/drones/flying-in-norway/>



Learn to speak a few Norwegian words. This can help you connect with the local community and its people in a more meaningful way.



Feel free to chat with the locals, but always ask permission before photographing them. Please respect people's privacy and do not take photos of children at kindergartens or schools.



Please do not feed any birds.

LOCAL GUIDELINES: Port of Stavanger & Port of Sandnes



Please be aware that Old Stavanger is a residential area. Make room for locals to pass in the street. Do not peek through the windows. Do not walk into gardens. Ask for permission before taking photos of people.



Preikestolen Hike:

- Dress according to the weather, and bring water.
- Leave no trace of your visit, such as padlocks, napkins, tissue etc.
- Use the restrooms before starting the hike, as there are none along the trail.
- The use of drones is not permitted.

Cruise Norway

NATIONAL GUIDELINES FOR CRUISE LINES



Establish collaboration with the local destination management. With assistance from destination management, ensure that your tour descriptions and port presentation are correct.



Book local certified guides if available. This is to ensure good HSE (Health, Safety and Environment), best experience for guests and to support local labor.



Whenever possible, utilise local equipment for tours, such as RIB boats, scooters, or bicycles. If such equipment is not available at the destination, incorporate alternative value-added components, a local guide, entrance to a museum, or a snack from a local supplier. Maximum 10 scooters or bicycles in a group due to safety along the road. Cooperate with local destination management and get confirmation for routes and tour design.



Please do not use outside announcements, ship whistles or sail away music.



We recommend staying as long as possible to ensure higher guest satisfaction.



Confirm that the use of nature trails for organised tours is approved by local destination management.



Please do not use stickers on shore excursions to avoid littering.

LOCAL GUIDELINES: Port of Stavanger & Port of Sandnes



Inform guests about Old Stavanger before arrival to make sure they understand that this is a residential area, and should be treated with consideration.



Preikestolen Hike:

- Ensure guests are well-informed on how to prepare for the hike, as weather conditions can change rapidly.
- A minimum of two guides per bus is required for shore excursions to maintain high HSE standards.
- Provide general, seasonal, and daily information to guests.
- Avoid distributing "single-use trash," such as packed lunches in disposable packaging, as these often end up as litter along the trail.

Cruise Norway

Strong points on the sustainable destination label:

- Takes into consideration all sides of sustainability
- Works for different type of destinations
- Leans on the international principles
- Forces to measure and work long-term
- A team of experts supporting the work
- Network of destinations in Norway
- Financial support for the project periods

Challenges on the sustainable destination label:

- How to get the local companies engage in the work?
- How to secure the financial model after project period?

REGION STAVANGER™

Visitors & Convention Bureau

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edgeofnorway.com/
business.edgeofnorway.com/

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