

CASE STUDY OF GOVERNANCE IN SNAEFELLSNES

Sustainable Heritage Areas: Partnerships for Ecotourism
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Snæfellsnes Regional Park

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Brief Introduction to SHA

Snæfellsnes regional park was stifted 2014. It is situated on the west part of Iceland. Around 4000 people live here, in 5 different municipalities.

SHA Vision and Core Objectives

We have regional plan (strategic planning), according to the Icelandic planning Act, from 2014 – 2026. These goals are wide and pointing out directions for the work to be done in the regional park. The strategy process is based on these goals and every year the board prioritizes activities for the next year. Also there is an operational agreement between the owners of the regional park which sets out the structure of the governance of the park and the operational understanding.

SHA Governance Structure

Social enterprise owned by five municipalities, three farmers associations, tourist association of Snæfellsnes and the regional union.

Decision Making Process

The shareholders of the regional park annually elect the board. The board is responsible for presenting the annual project and financial plans for the shareholders to agree.

Communication

Website: Snæfellsnes.is, where we publish information, news and share stories. We also use facebook. We use our local papers to be able to reach more people. Lot of meetings with different stakeholders.

Resources

Engaged stakeholders: And a good network between them. Easier to implement projects and ideas. We have to work constantly to make stakeholders involved, interested and engaged.

Staff: To make Snæfellsnes an active regional park we need more than one member of staff. We have good access to qualified staff.

Funding: We have corefounding and our job is now to get more founding through projects.

Knowhow: We need to be updated on latest knowledge of the different tasks