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## Not just a vision: Dyrön Ástol

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# NOT JUST A VISION

## DYRÖN - ÅSTOL





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Tjörn - a beauty off the west coast of Sweden. Close enough to enjoy the city life of Gothenburg, yet protected by peaceful nature and the idyllic archipelago. It is surrounded by exciting islands such as Dyrön and Åstol off its south shore, making Tjörn an attractive municipality both to stay and travel within. Both Dyrön and Åstol have their own particular features which promote diversified tourism and living, and do therefore attract different target groups. The islands of Dyrön and Åstol are characterized by features which could enable a more sustainable future and vivid society all year round.

A simple-hearted and peaceful archipelagic environment can be enjoyed on the islands of Dyrön and Åstol. Additionally, both the islands are care free, which should be looked upon as an asset rather than a problem. Within the near future, both islands could become totally self sufficient in terms of energy supply.

The diverse and charming features of the two islands, give an added value and an opportunity to profile the two in exciting directions. Despite their diverse features, a close cooperation is without doubt necessary in order to solve common problems and to benefit from common opportunities.



## TOGETHER WE ARE STRONG - COMMON SOLUTIONS

- Sustainable small-scale energy systems with a private common ownership (cooperative ownership) which promotes incentives for private energy savings and rationalizations.
- Sustainable and strategic new housing developments and renovations of existing houses which will attract all-year-round inhabitants and promote private energy savings.
- Mixed housing enables a more demographically and economically diverse population.
- Well functioning and sustainable public transport in which an active effort towards reducing private motorized travelling will be encouraged.
- Sustainable municipal solid waste management where waste is looked upon as an asset rather than a cost, and where both material and energy within the waste benefits the municipality of Tjörn directly.
- Actively promote local entrepreneurship that develop and refine existing ideas and potentials, which would promote all-year-round inhabitants as well as all-year-round tourism. Hence, the economic leakage would also decline - the cash flow would stay on the islands and within the municipality.



### ATTRACTIVE HOUSE LEASE

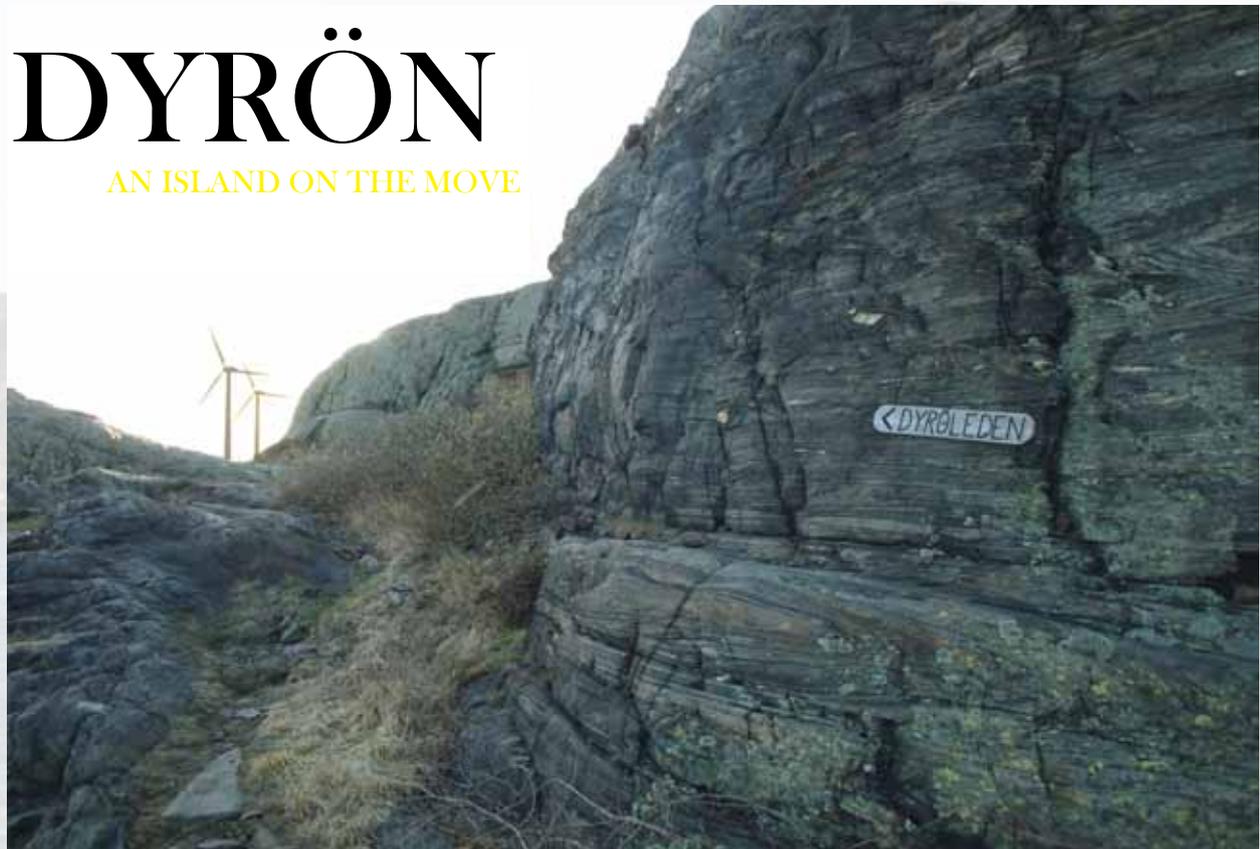
An establishment of a local house intermedium for leasing out merely seasonally occupied houses could increase the attractiveness of the islands over a longer time span throughout the year. The houses should also be able to be leased for conferences. The business could also involve certain services such as cleaning and catering. Such additional services could be a case for new entrepreneurship, but also for the local supermarkets and restaurants located on the islands.

Dyrön is an attractive island that is characterized by diverse experiences and activities for tourists as well as for islanders. The high potential of Dyrön regarding nature tourism should be realized. Dyrön can provide a unique and high quality, which should be priced accordingly.

**DARE TO CHARGE FOR THE UNIQUE.** Moreover, Dyrön could be able to prolong its tourist season considerably through locally established solutions and entrepreneurship, which also would decrease the economic leakage out of the region. In today's society, there is a huge interest in active and health conscious vacations.

# DYRÖN

AN ISLAND ON THE MOVE



The conditions on Dyrön are great when it comes to realizing these trends since areas for both climbing and diving are present on the Island.

Moreover, there is also a sauna that could be used for unique conferencing and connected with other business activities on the island.

## THE MYSTERIOUS MOUFFLON SHEEP

On Dyrön there are about 60 free-ranged moufflon sheep. The sheep are quite rare in Sweden, and business operations such as moufflon safari, and wool and fur production as well as selling of unique meat dishes, could be established.

## LOCAL FLAVOURS

The production of local products from the islands could help to enhance the unique trademark of the Islands. Products like Dyrö- and Åstol bread, Dyrö beer, exotic liquor seasoning as well as salt and other spice mixtures, are popular products which could be incorporated into business operations on the islands. For instance, a baking lodge could serve both inhabitants as well as tourists. Not only could the bread be sold, but courses in baking local breads could also be held as a featured event for conferences held on the islands.



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## LIFE ON AN ISLAND

The absence of cars and the closeness to your neighbours contributes to a safe and sound living situation on the islands. Many parents would love to bring up a child in an environment like this. By establishing affordable apartments rentals, the municipality could create an incentive for families with children to move to the Island.

The peaceful living on Åstol fits an older target audience. To be able to age in the familiar environment you have lived in all your life together with your beloved ones, is the wish of many people. By establishing smaller cooperative apartments with no stairs and steps that are easily maintained, Åstol could accomplish this.



## ÅSTOL – A GREEN FUTURE WITH THE CHARM OF YESTERDAY

ÅSTOL is an island that is characterised by serenity and where a sense of wellbeing is easily achieved. People that seek refuge from the daily stress of life come to Åstol. There is a rich cultural heritage from the old fishermen society, formerly flourishing on the island. Furthermore, the unique environment is an inspiration for artwork and photography. Therefore, this kind of themed tourism could be a way to prolong the tourist season on to the cold months of the year.

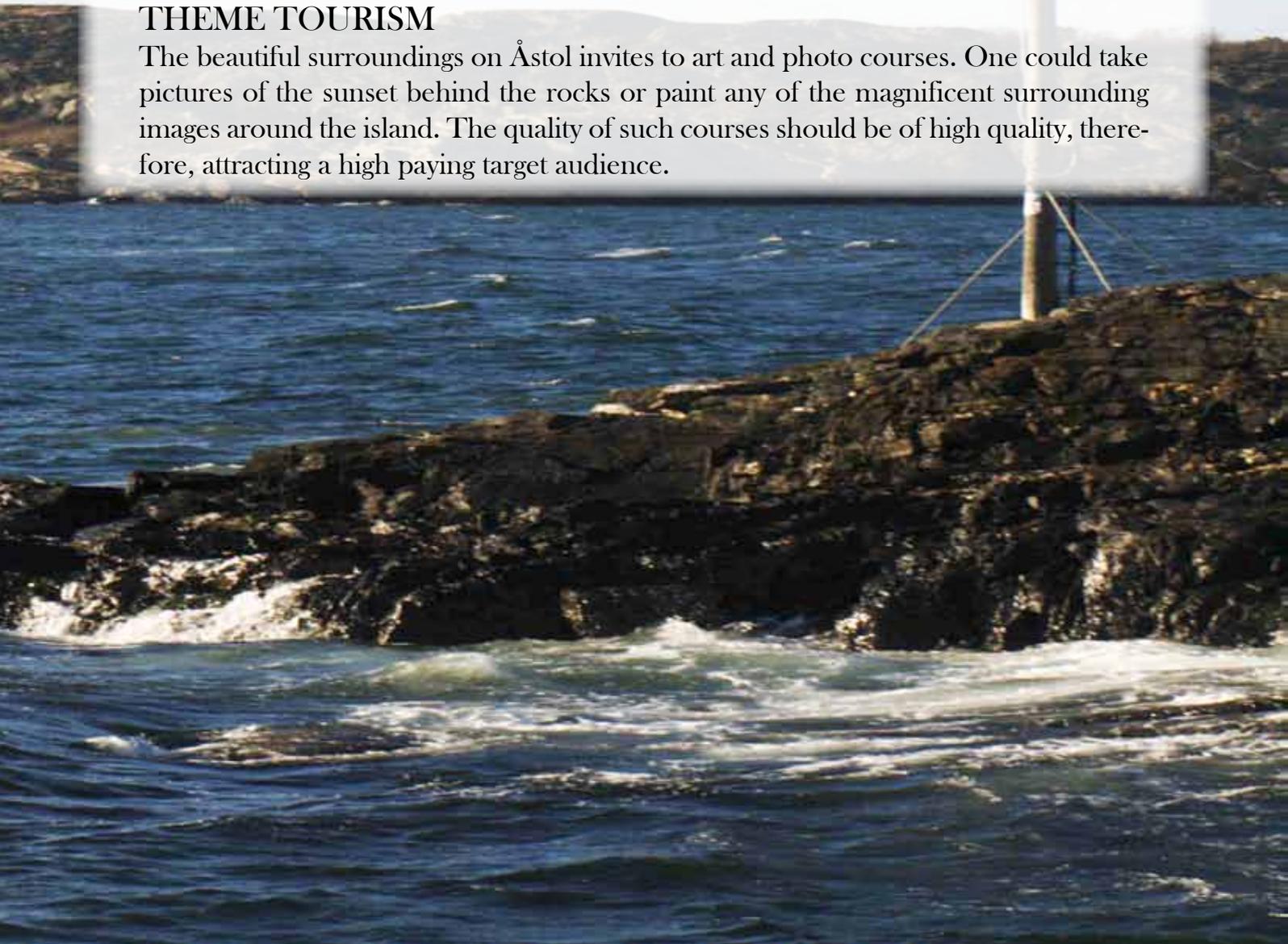
**CREATIVE SERENITY** is the phrase which should characterise the future development and marketing of the island.

### THE SPIRITUAL ÅSTOL

A special kind of serenity typify Åstol. The island, unlike most places in Sweden, is characterised by a spiritual and creative serenity. When going to Åstol, one can flee from the common stress and be able to recover. Moreover, the beautiful archipelago and the religiousness of the island invites weddings, baptism, confirmations and spiritual relaxation.

### THEME TOURISM

The beautiful surroundings on Åstol invites to art and photo courses. One could take pictures of the sunset behind the rocks or paint any of the magnificent surrounding images around the island. The quality of such courses should be of high quality, therefore, attracting a high paying target audience.



## ENERGY PROSPECTS

There are great possibilities for the islands of Dyrön and Åstol to become energy self sufficient. By investing in wind power stations that would be cooperatively owned by the islanders, there are at least two evident advantages. First, there are monetary gains to be collected when selling electricity to the grid, and second, the energy demand of the islanders will decrease as a bi-effect when the profit from the surplus is realised. Other means to decrease energy demand could be to build more energy efficient buildings, both new and refurbish the older ones. For instance, improvements to insulation and combining solar collectors and geothermal heating could reduce energy use.

The fact that the islands are free from cars can attract both tourists and new residents. Here lies great opportunities in abandoning the concept of cars and other fossil fuels driven vehicles, and instead concentrate on new innovative solutions such as electric mopeds and bicycles that can be charged from stand-alone charging posts.



### RECHARGE YOUR BATTERIES!

GoodWheel is a company that has developed a prototype of a re-charging post/unit for electricity vehicles that is entirely detached from the common grid. A small wind turbine and solar cells attached to the unit can generate electricity for about 20 mopeds each travelling 25 km per day. Moreover, the unit can also

function as an interactive tourist information booth with pictures, touch panels and broadband connection. In the next step of introducing these units on the market, Dyrön and Åstol could in fact serve as test project for the company.

### QUIET WIND POWER

Vertical wind power stations are smaller, less noisy and have less investment costs than traditional wind power stations. The design of the power station enables it to work where wind conditions and directions may vary frequently. To invest in this technique would be to take advantage of a great investment opportunity.

### PROFIT FROM THE WIND

By cooperatively investing in vertical wind power, private individuals can profit from the money invested whilst increasing the acceptance of having a wind power station closer to their homes.



## WAVE ENERGY

Wave energy is a new and exciting technique where a buoy moves with the movement of the waves and convert the waves energy into electricity. The conditions of the shorelines of Sweden are great for future investment in wave energy. The technique has the potential to be a strong competitor with other energy sources, especially taking into consideration environmental benefits, but also monetary gains. There is currently a project in Lysekil where ten buoys produce enough electricity to supply 20 households. Wave energy is a technique that has huge potentials. It is therefore of great importance to take part in this bright future.

## BEAMS OF FORTUNE

The households on the islands of Dyrön and Åstol are mostly heated by geothermal heating. Therefore, the rock has huge numbers of drill holes from which heat leakage occur. In order to decrease the heat leakage and increase the degree of efficiency of the small geothermal heating facilities, these can beneficially be combined with solar collectors. When the solar insolation is high, the heat collected from the sun can be pumped down into the rock bed and used at a later time. The technical combination of geothermal heat and solar collectors for the island's households can be a step in the right direction to make the islands more energy self-sufficient, while at the same time bringing economic benefits through energy savings.

## SAMSØ - A GREAT EXAMPLE

The Danish island of Samsø is a successful example of an island that is energy independent and can actually create a surplus of energy to sell to the common grid. In less than ten years, Samsø has become self-sufficient on renewable energy sources. The key factors involve good natural conditions, strong local actors and cooperatively owned power stations where the profits are directed back to the private investors.





## PARKING

A new parking lot located next to the ice arena would not spoil the living conditions of the people living in Rönäng, and still be close enough to the ferries going to the islands. Instead of having cars unload by the harbour and then parked at the parking lot, the more environmental friendly alternative of using public transport could be introduced. A shuttle bus, operated on biogas or with fuel cells, going from the parking lot next to the ice arena to the harbour, goes hand-in-hand with the vision of becoming more climate friendly.

## GET OUT OF YOUR BOAT!

To sail, to feel the wind in your hair and just go with the waves is an incredible feeling. But once in the Island's harbour, guests should get out of their boats! The islands have much to offer, everything in the range of locally produced merchandise to unique and beautiful nature, all with the highest of quality. Information sheets could be handed out to guests as they arrive, inviting them for free to try some of the specialities of the islands and they will surely buy something more. One possibility is to provide them with coupons upon their arrival, and once in the store they will certainly buy additional merchandise.





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TOWARDS UNIQUE OPPORTUNITIES

# TOGETHER

DYRÖN - ÅSTOL

