

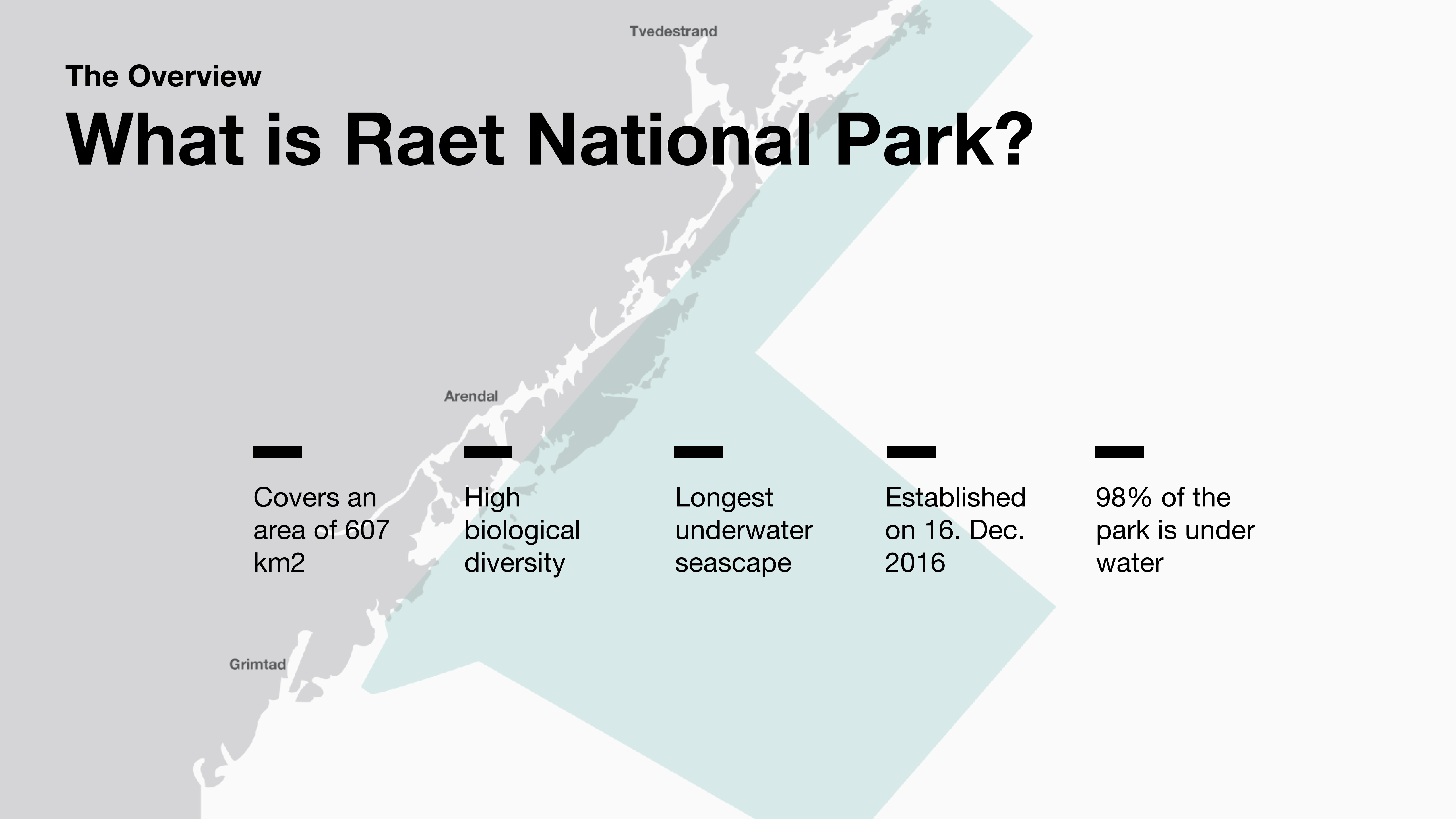


**Raet  
nasjonalpark**



## The Overview

# What is Raet National Park?



Covers an area of 607 km<sup>2</sup>

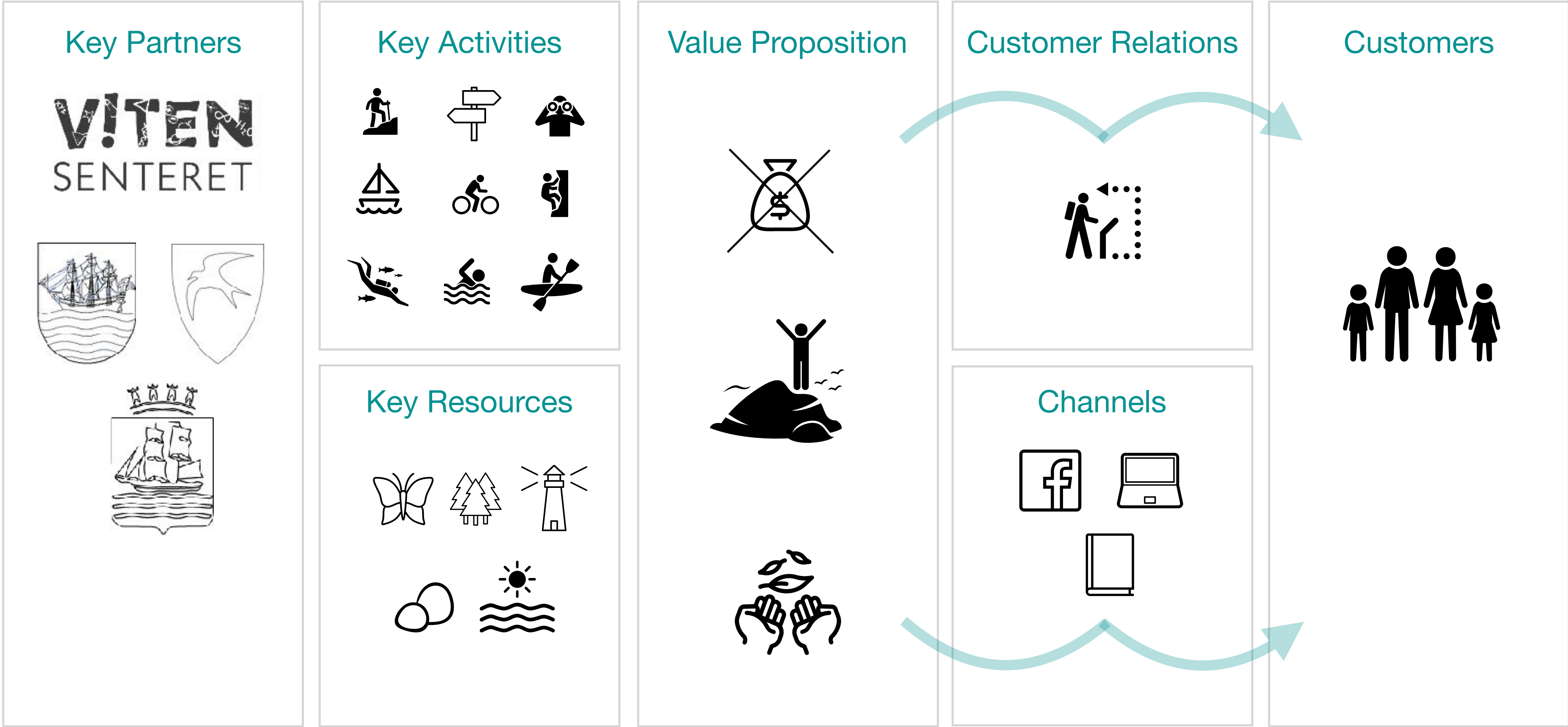
High biological diversity

Longest underwater seascape

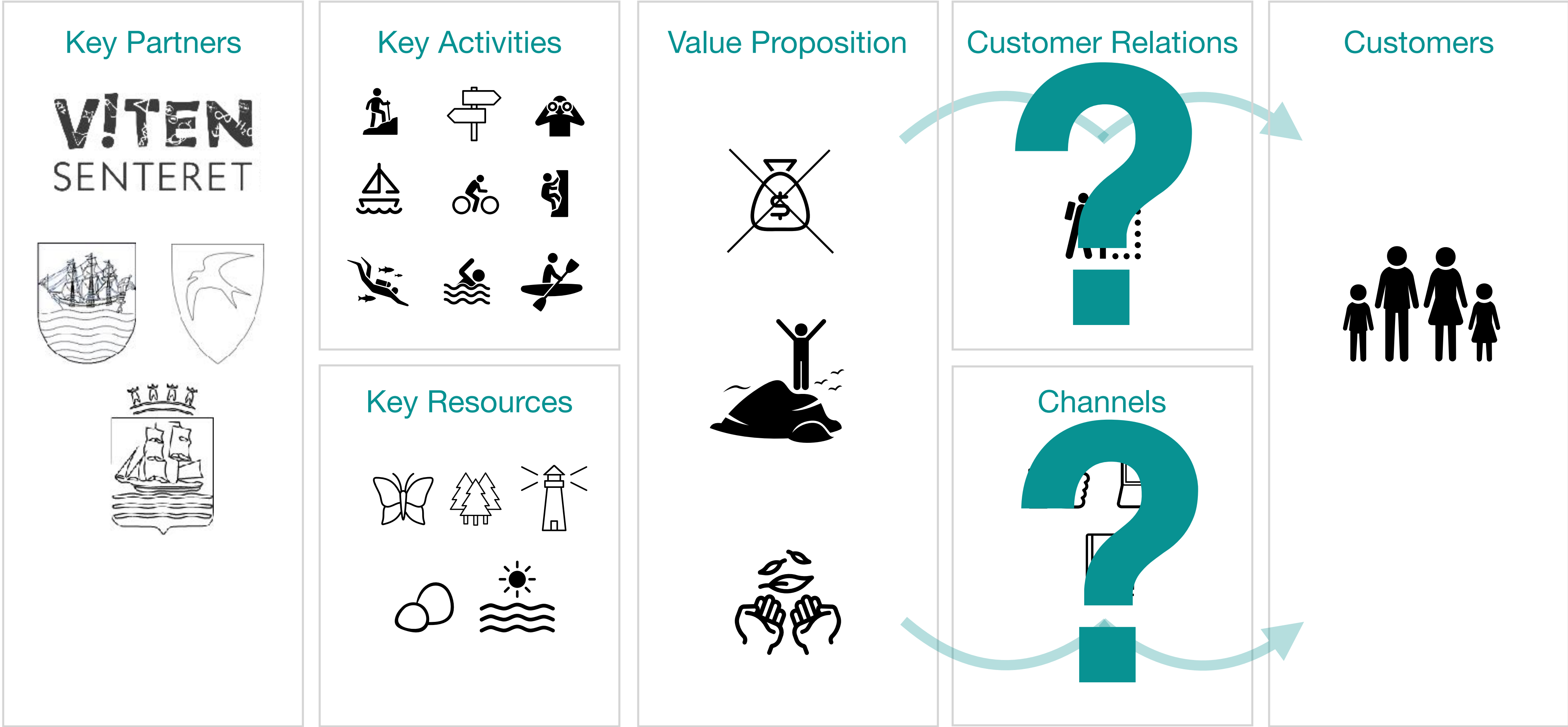
Established on 16. Dec. 2016

98% of the park is under water

# The Business Model Canvas



# The Business Model Canvas



## The Opportunity

We want to create a destination with a strong focus on **sustainable tourism**, that promotes increased interest and **knowledge** about nature and **environmental commitment**.

We believe this park is special compared to other national parks, offering something unexpected. This park is uniquely 98% water.

We will create a visitor center and national park to be proud of which locals, Norwegian and foreign visitors want to use and come back to.

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We will create a **visitor center** and national park to be proud of which **locals**, Norwegian and foreign **visitors** want to use and **come back to**.



**The Strategy**

A large splash of water hitting a rock in the ocean, with the text 'Touch RAET' overlaid.

**Touch RAET**



## The Strategy

**Inspiring engagement with Raet National Park through value adding activities that contribute to the preservation of the Norwegian Coastline.**

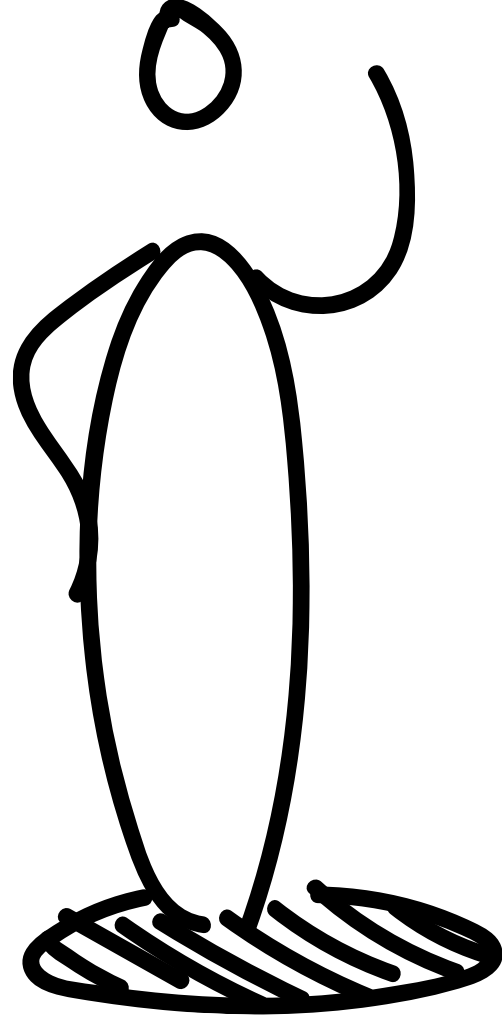


## The Strategy

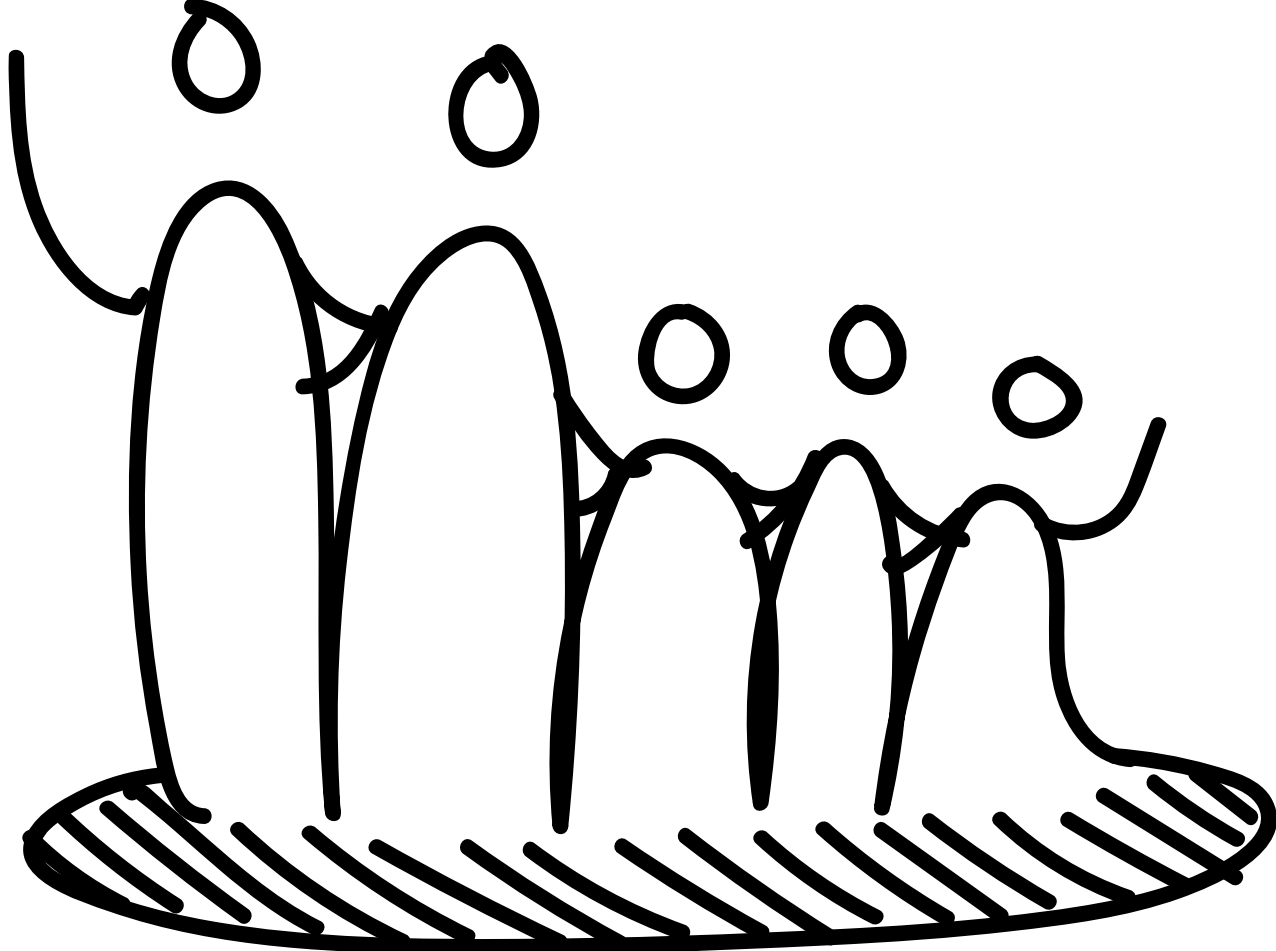
Inspiring **engagement** with Raet National Park through value adding **activities** that contribute to the **preservation** of the Norwegian Coastline.



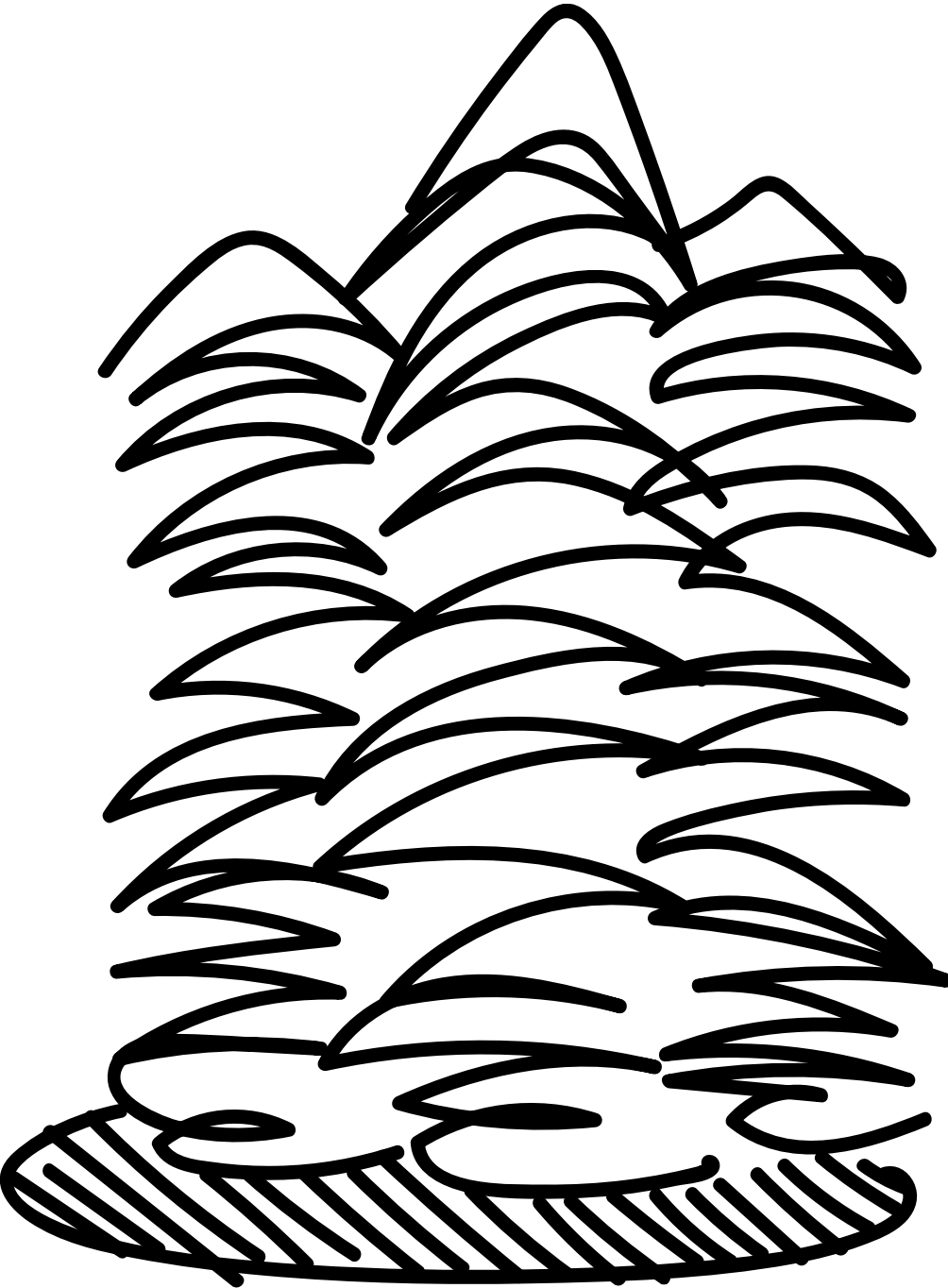
# The Three Players



Locals **LIVE**



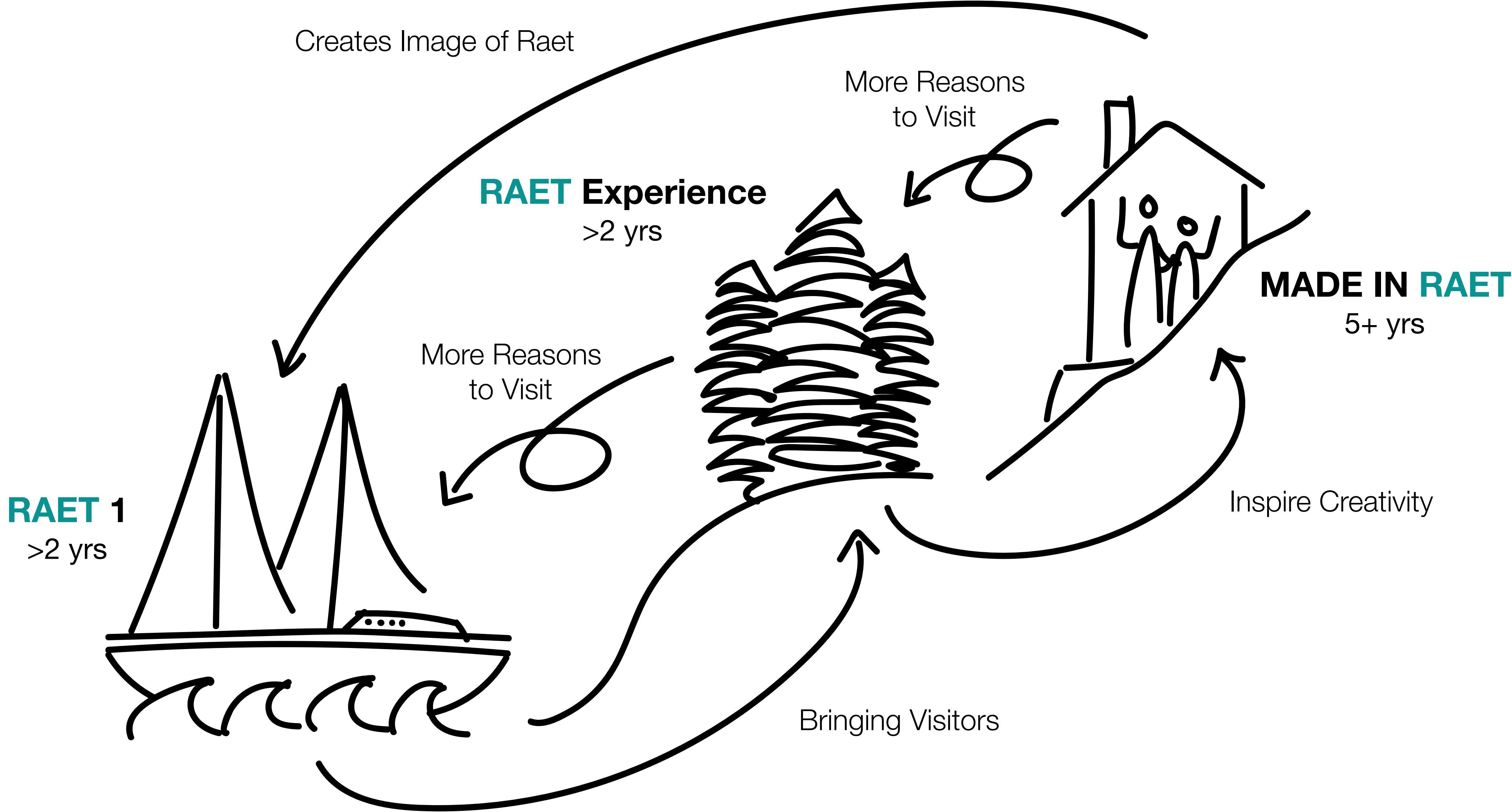
Visitors **VISIT**



Nature **PRESERVE**

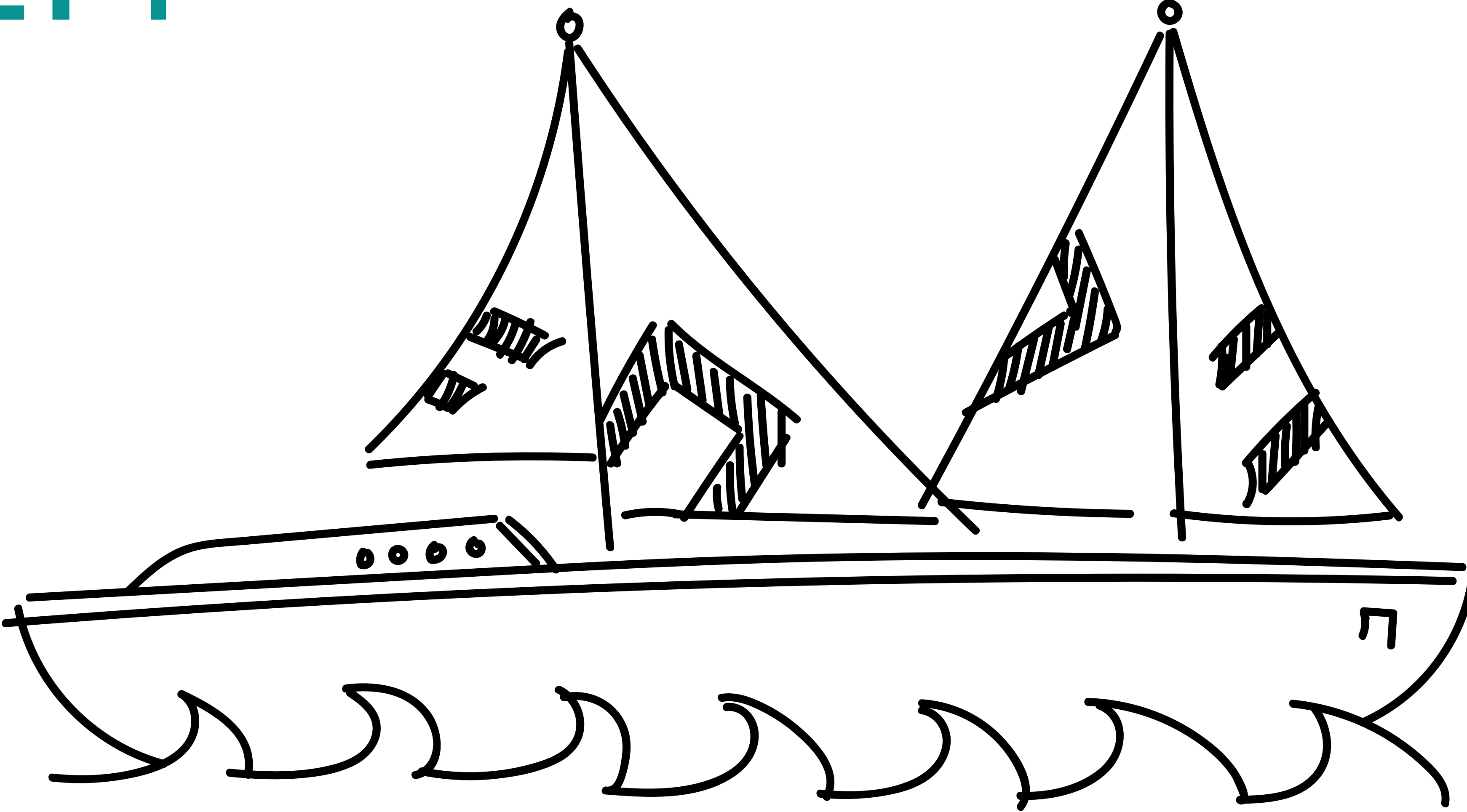


# The Proposal





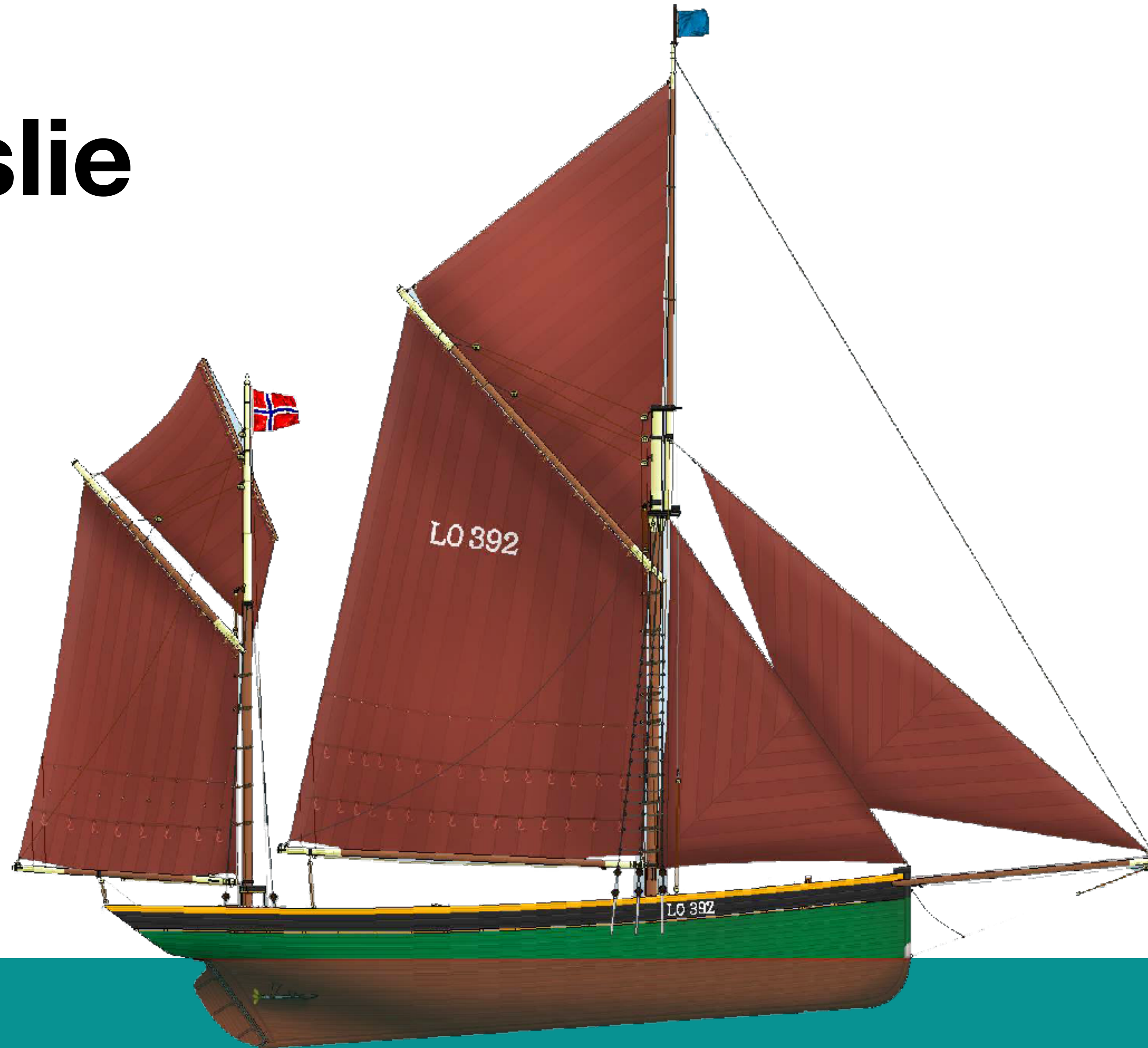
# RAET 1





RAET 1

# Boy Leslie

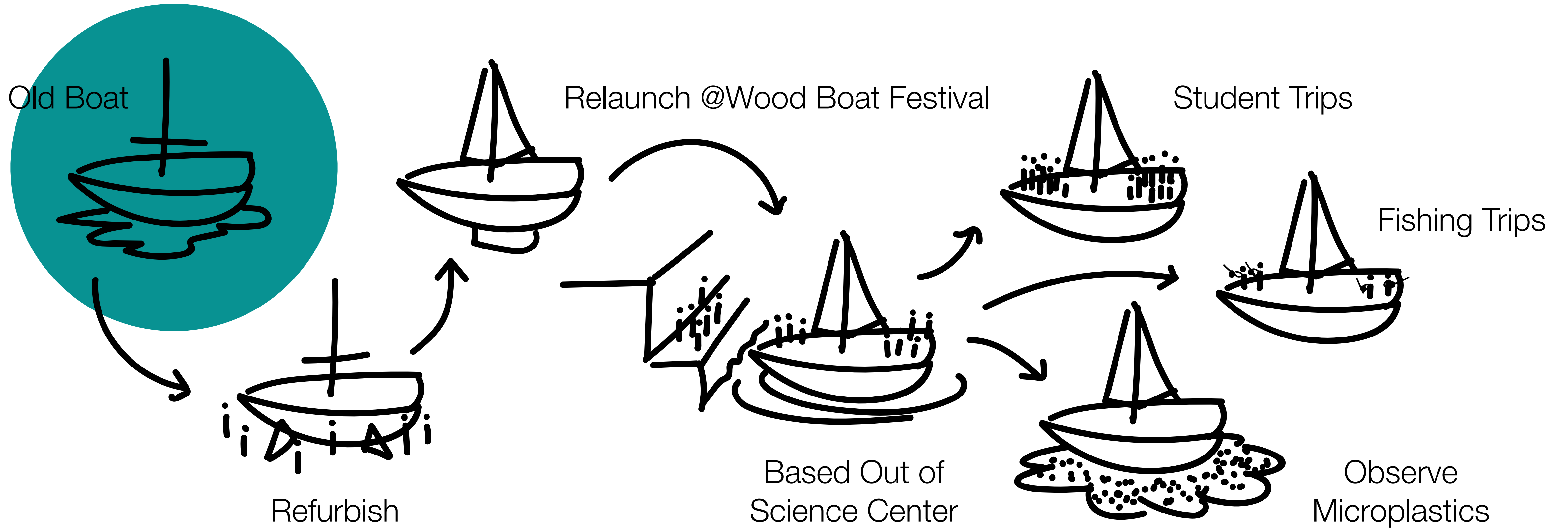




RAET 1

# Boy Leslie

Park Awareness and Educational Values

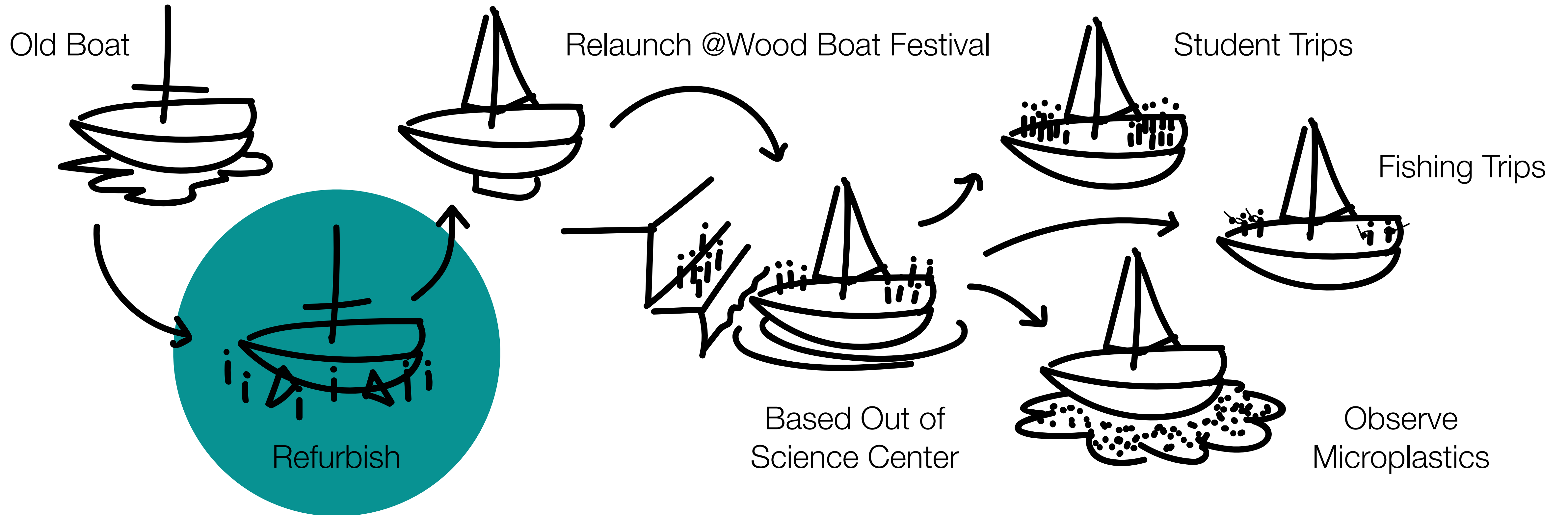




RAET 1

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Park Awareness and Educational Values

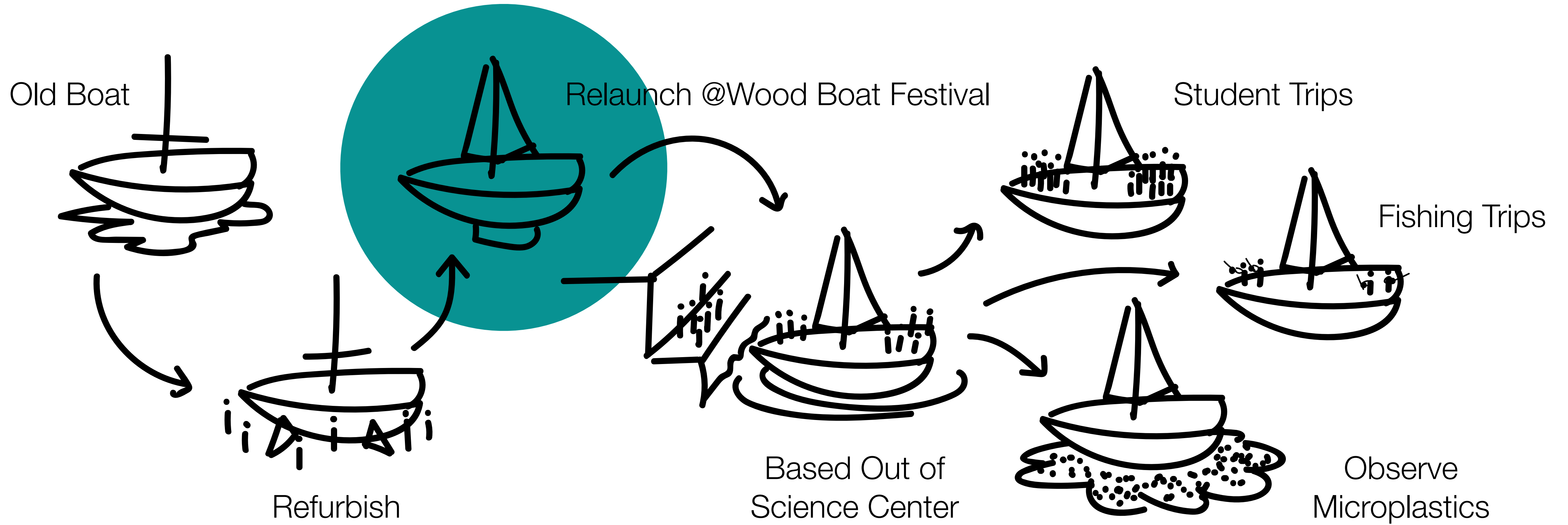




RAET 1

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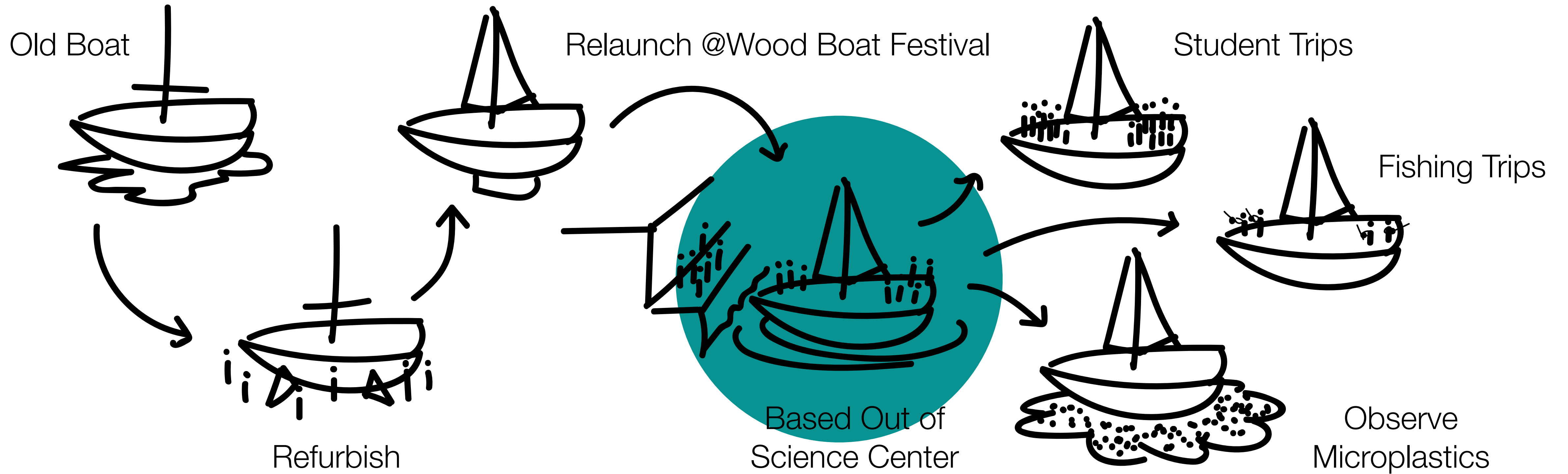




RAET 1

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Park Awareness and Educational Values

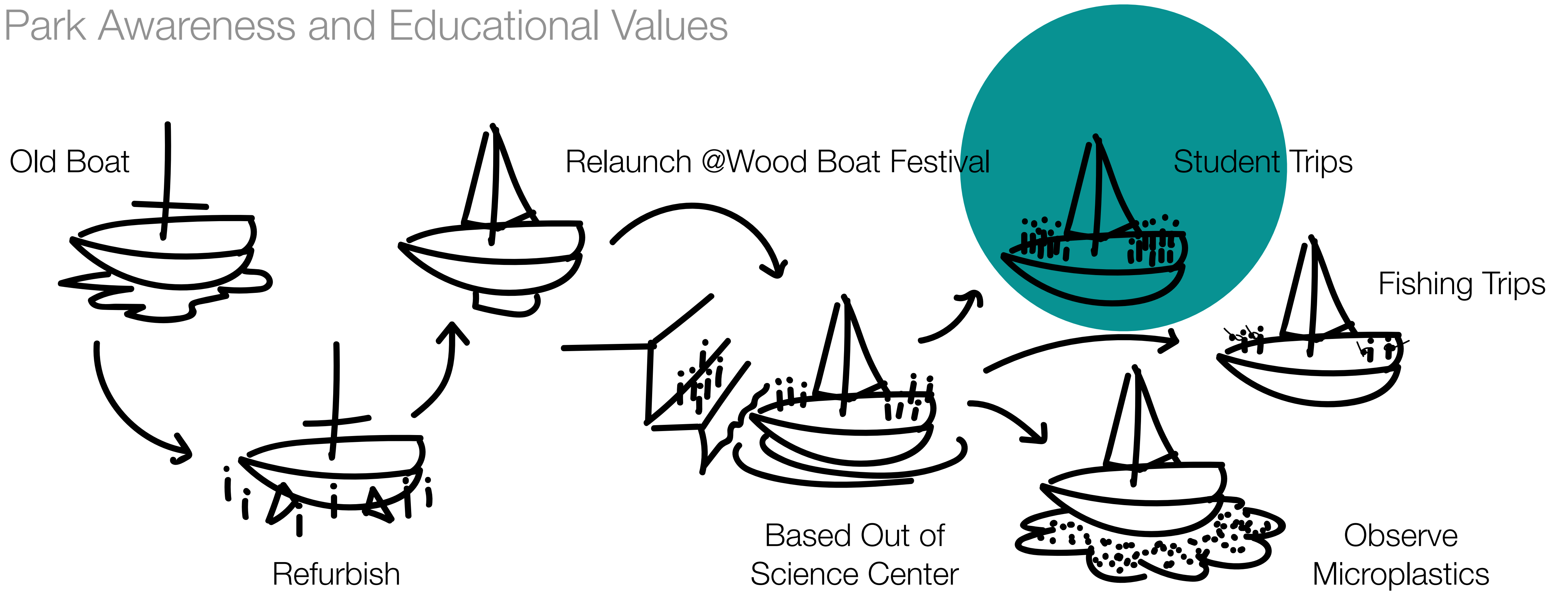




RAET 1

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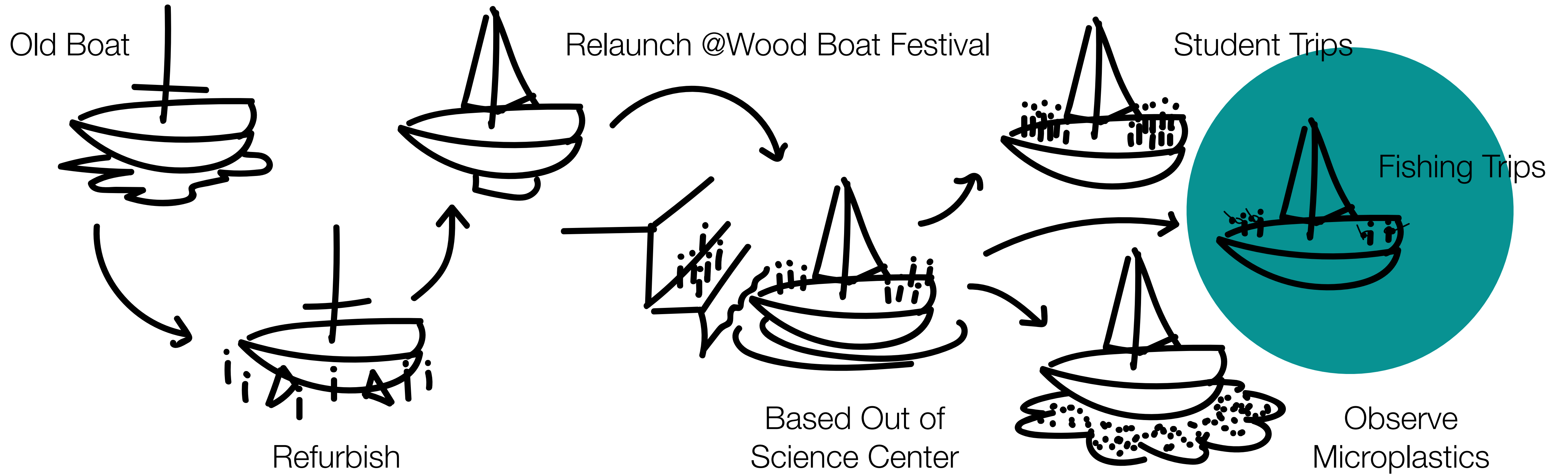
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RAET 1

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Park Awareness and Educational Values

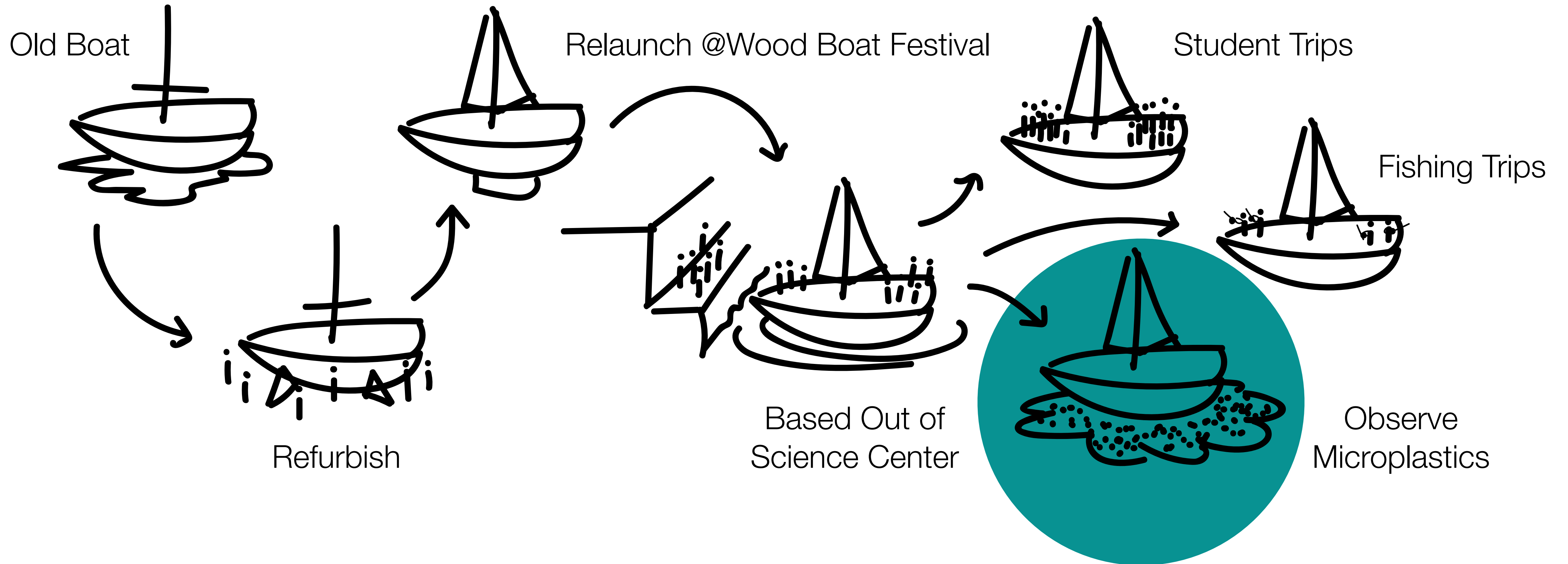




RAET 1

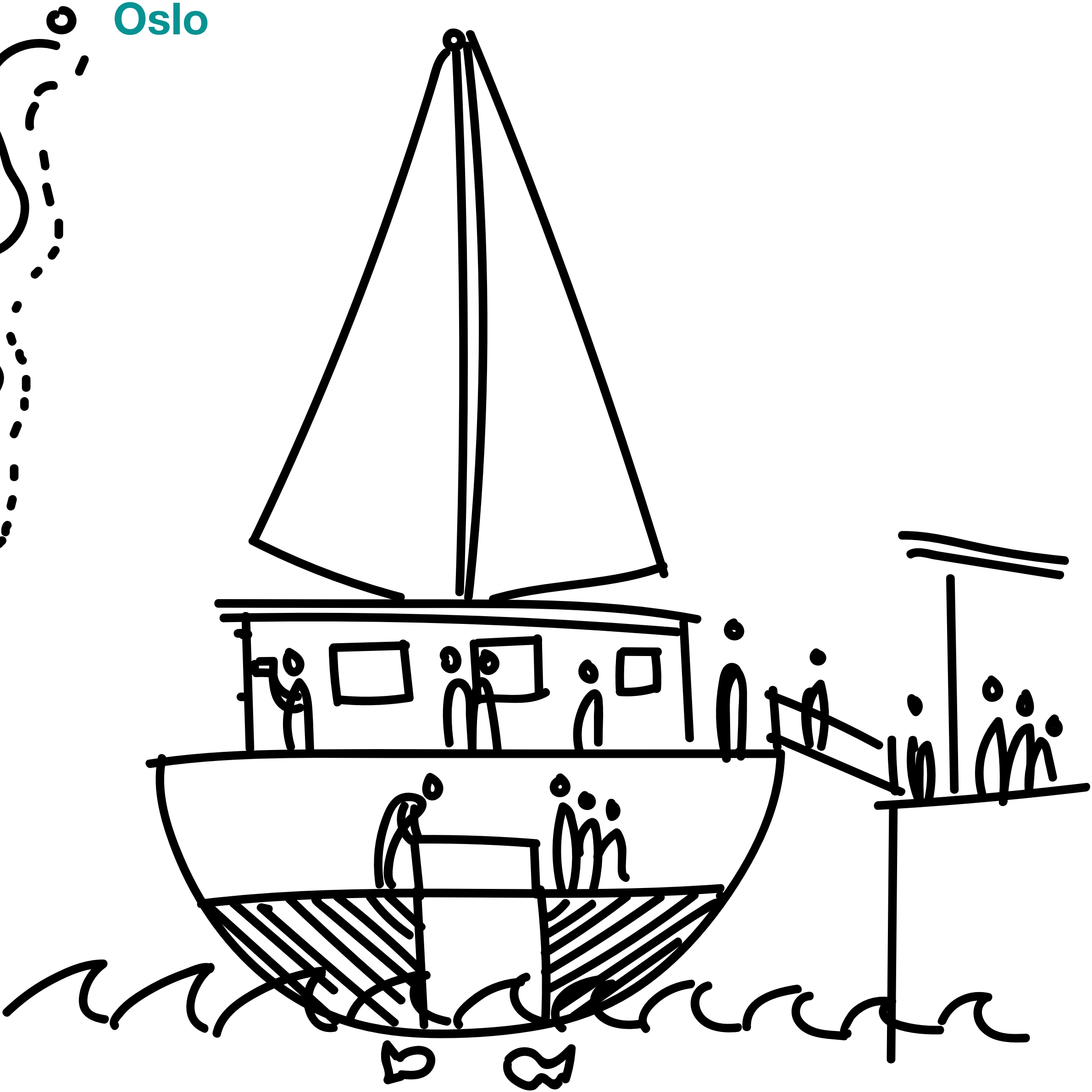
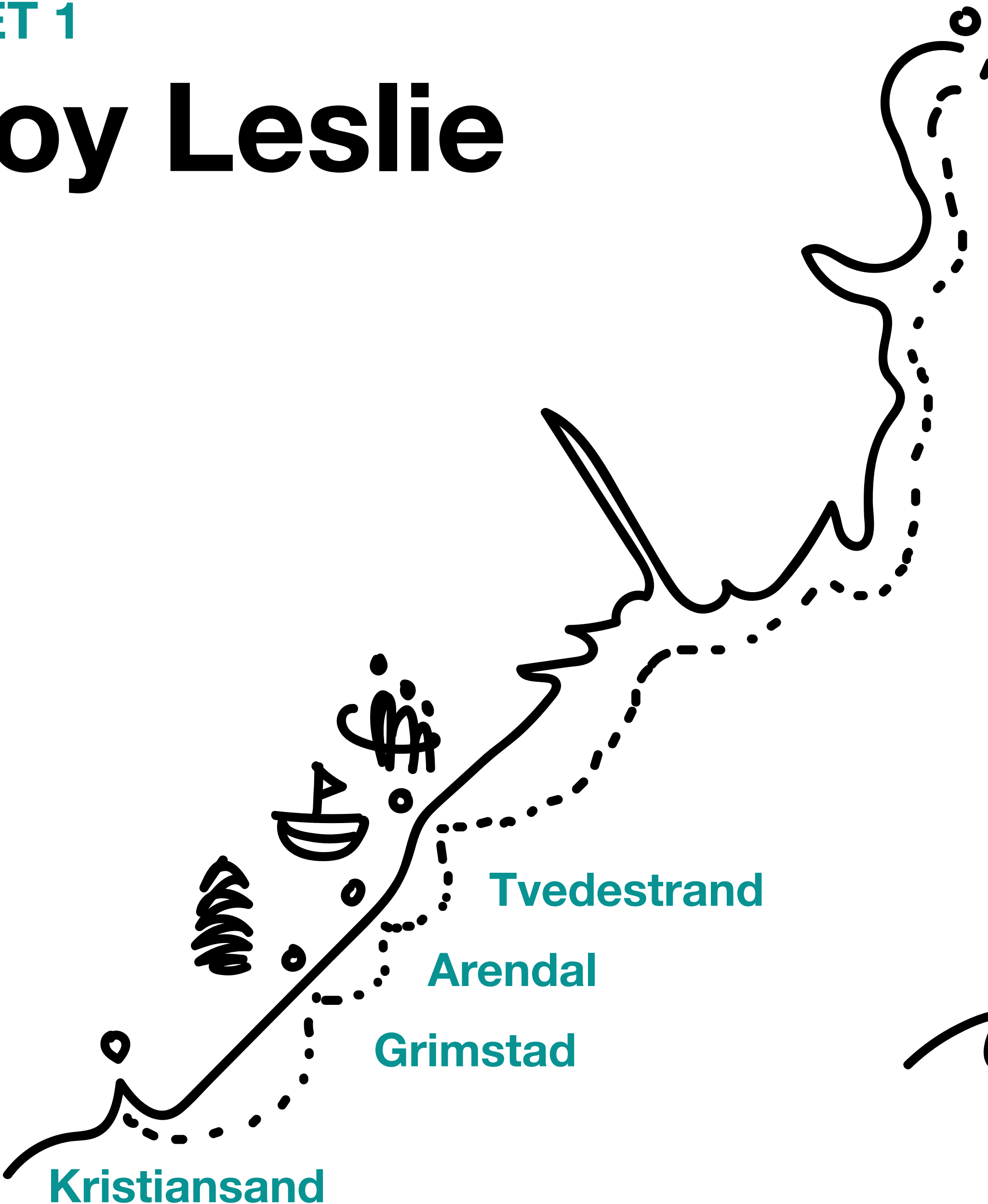
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RAET 1

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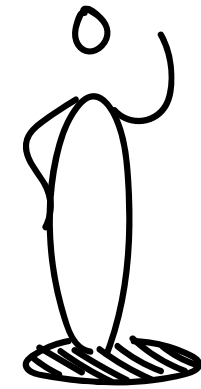




RAET 1

# Three Players

We want to use this boat as a way to teach visitors and locals about the nature



Locals

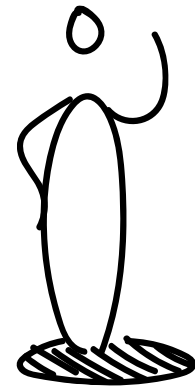


**Building a reputation for the locals, creates a sense of ownership, representing their culture, history and showcases schools and community.**

RAET 1

# Three Players

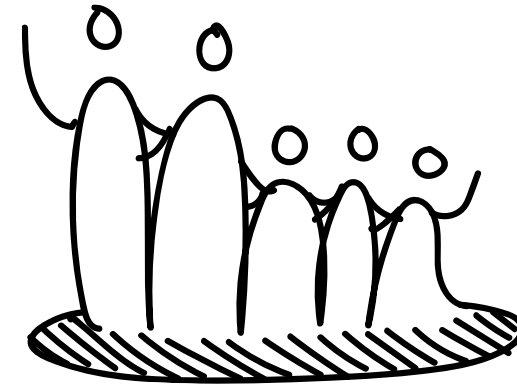
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Locals



**Building a reputation for the locals, creates a sense of ownership, representing their culture, history and showcases schools and community.**



Visitors



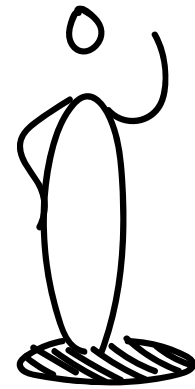
**While Raer 1 is in the park it creates a portal for visitors to see, touch, smell, feel the park. It builds expectations and is accessible.**



RAET 1

# Three Players

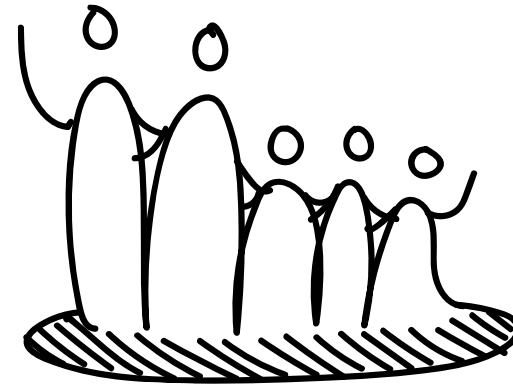
We want to use this boat as a way to teach visitors and locals about the nature



Locals



Building a reputation for the locals, **creates a sense of ownership, representing their culture, history and showcases schools and community.**



Visitors



While Raer 1 is in the park it **creates a portal for visitors to see, touch, smell, feel the park. It builds expectations and is accessible.**



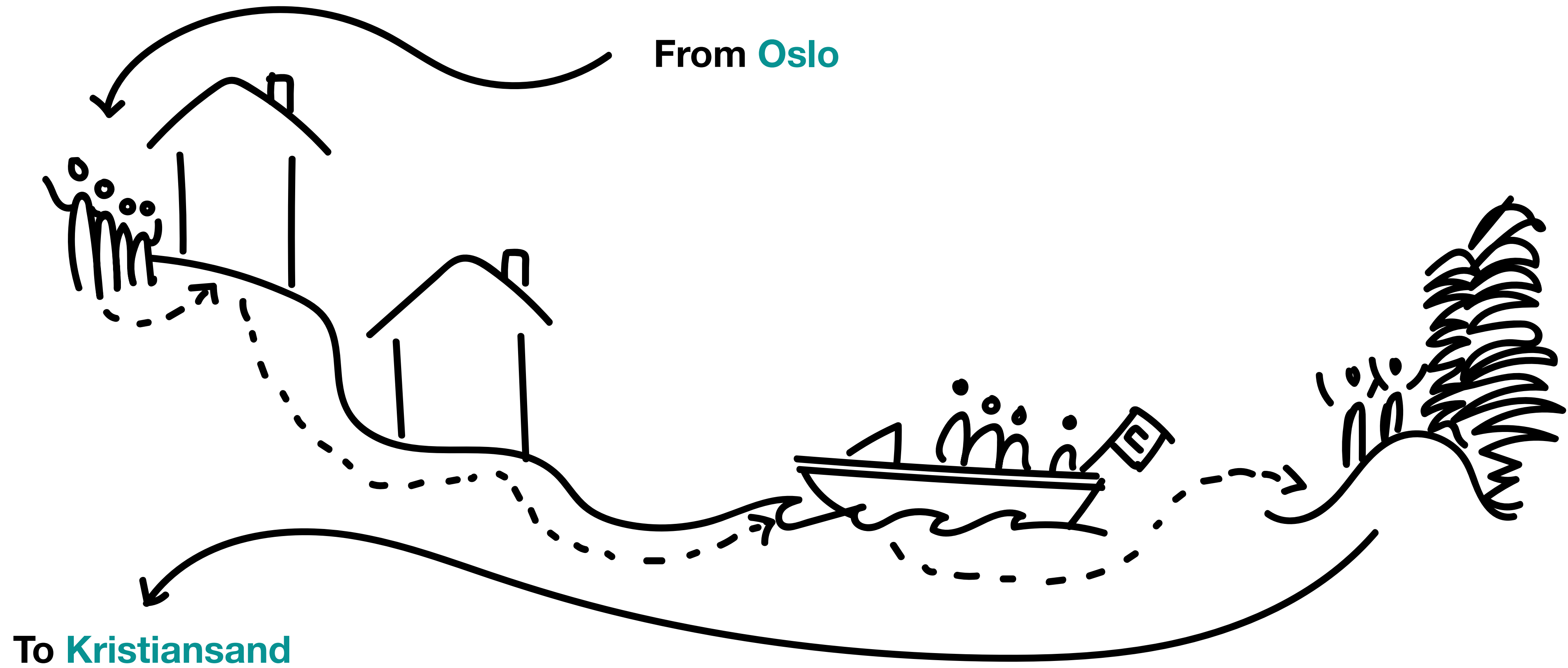
Nature



Rear 1 represents **the value of reusing instead of creating a new structure. It works with reusing existing platform.**

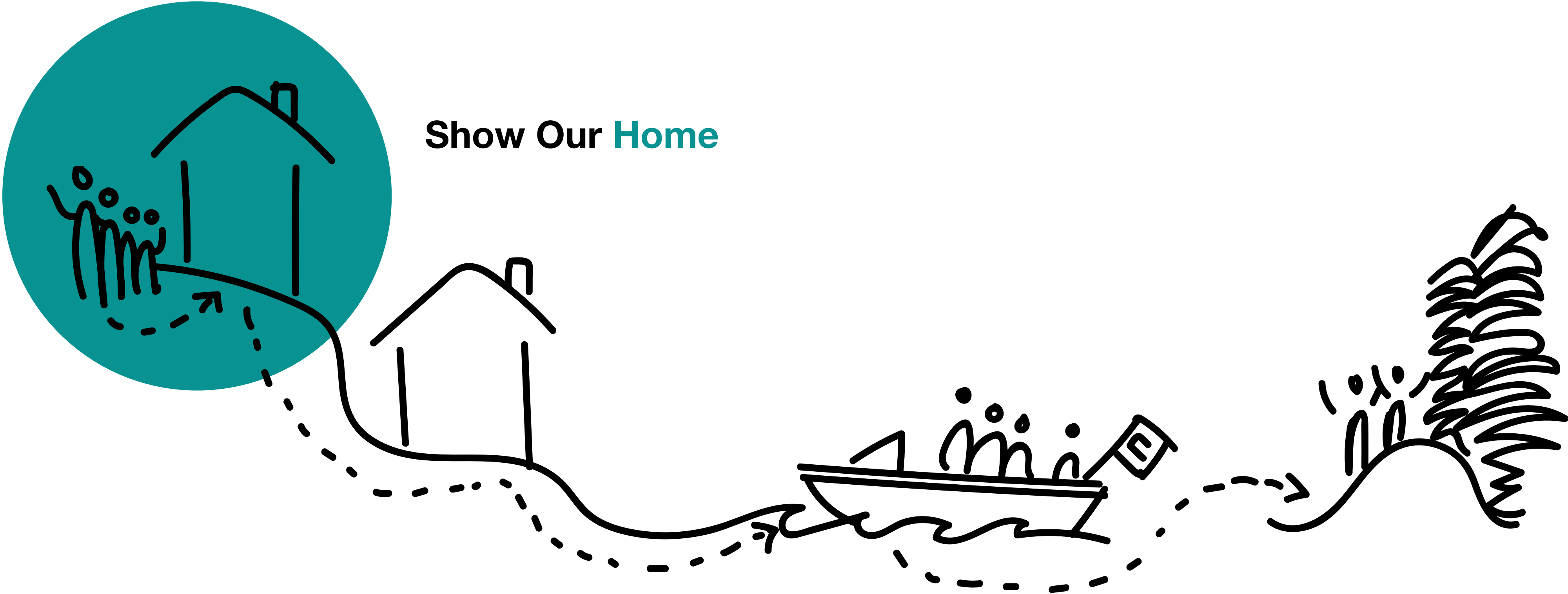
# Raet Experience

Raet National Park is Part of a Journey



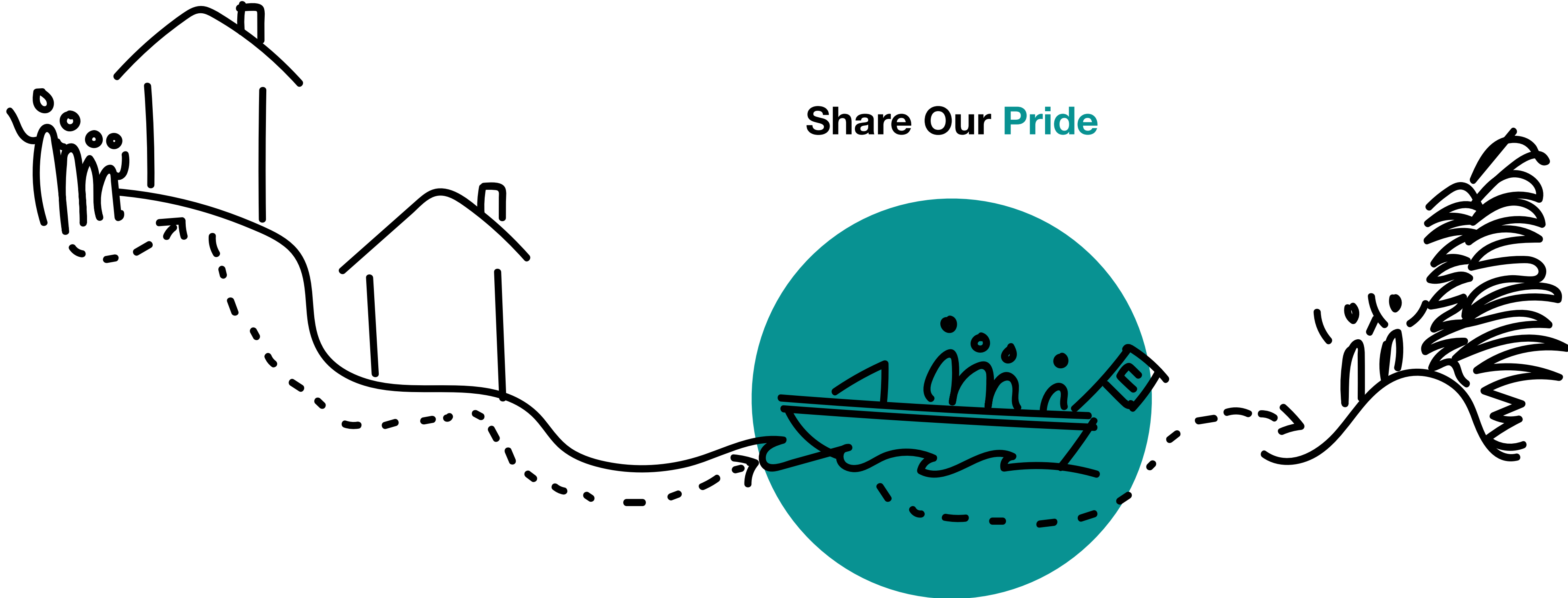


# Local Immersion



RAET Experience

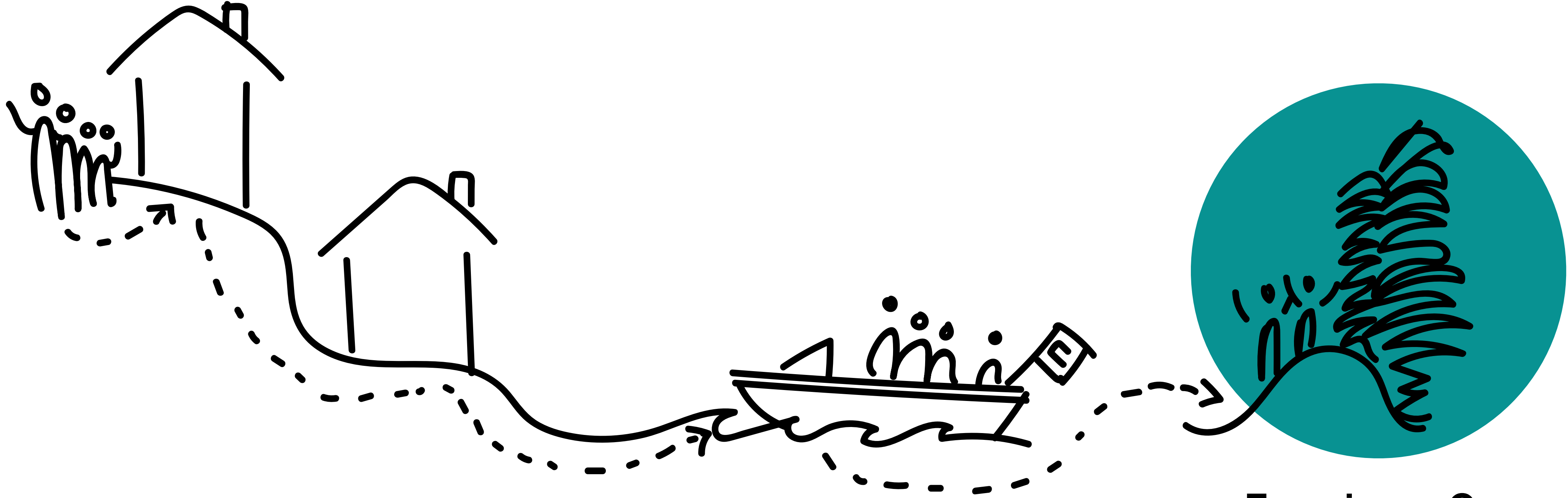
# Local Immersion





RAET Experience

# Local Immersion



Experience Our  
Lifestyle

RAET Experience

# Local Immersion



Activities offered within the RAET Experience are provided in a **visual map**.

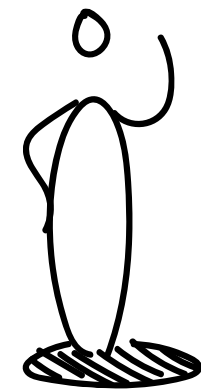
We propose future decentralized **geo-cache exploration kiosks** scattered throughout the park.



RAET Experience

# Three Players

We want to create a connection between locals and visitors through nature



Locals

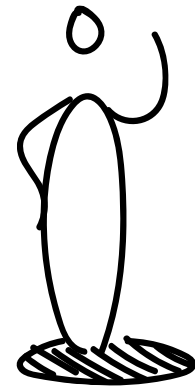


**While locals are renting their houses, boats, kayaks, etc. they help with boosting the local economy. Locals share their knowledge about the local lifestyle.**

RAET Experience

# Three Players

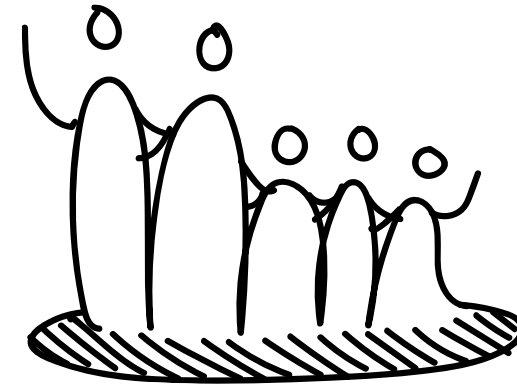
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Visitors

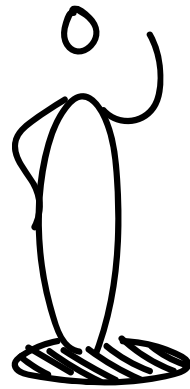


**Visitors start to be a part of a local lifestyle.** It makes them think about appreciation of someone else's home, they see where their food is coming from, etc.



# Three Players

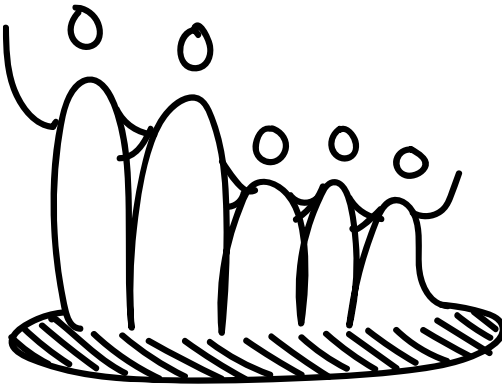
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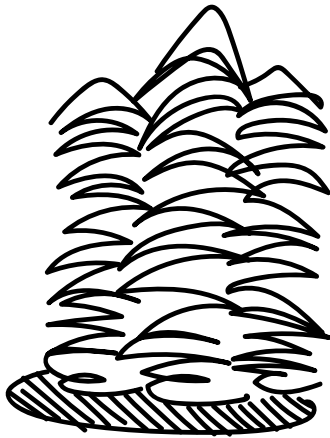
While locals are renting their houses, boats, kayaks, etc. they **help with boosting the local economy. Locals share their knowledge about the local lifestyle.**



Visitors



**Visitors start to be a part of a local lifestyle.** It makes them think about appreciation of someone else's home, they see where their food is coming from, etc.



Nature



**Entering through our home and appreciate to take care about our park.**

# Made in RAET





Made in RAET

# Future of Crafts

**Draw** Year-Round Residents



**Revive** Culture of Craft

**Engage** with Local Resources



Made in RAET

# Future of Crafts

**Draw** Year-Round Residents

**Revive** Culture of Craft

**Engage** with Local Resources



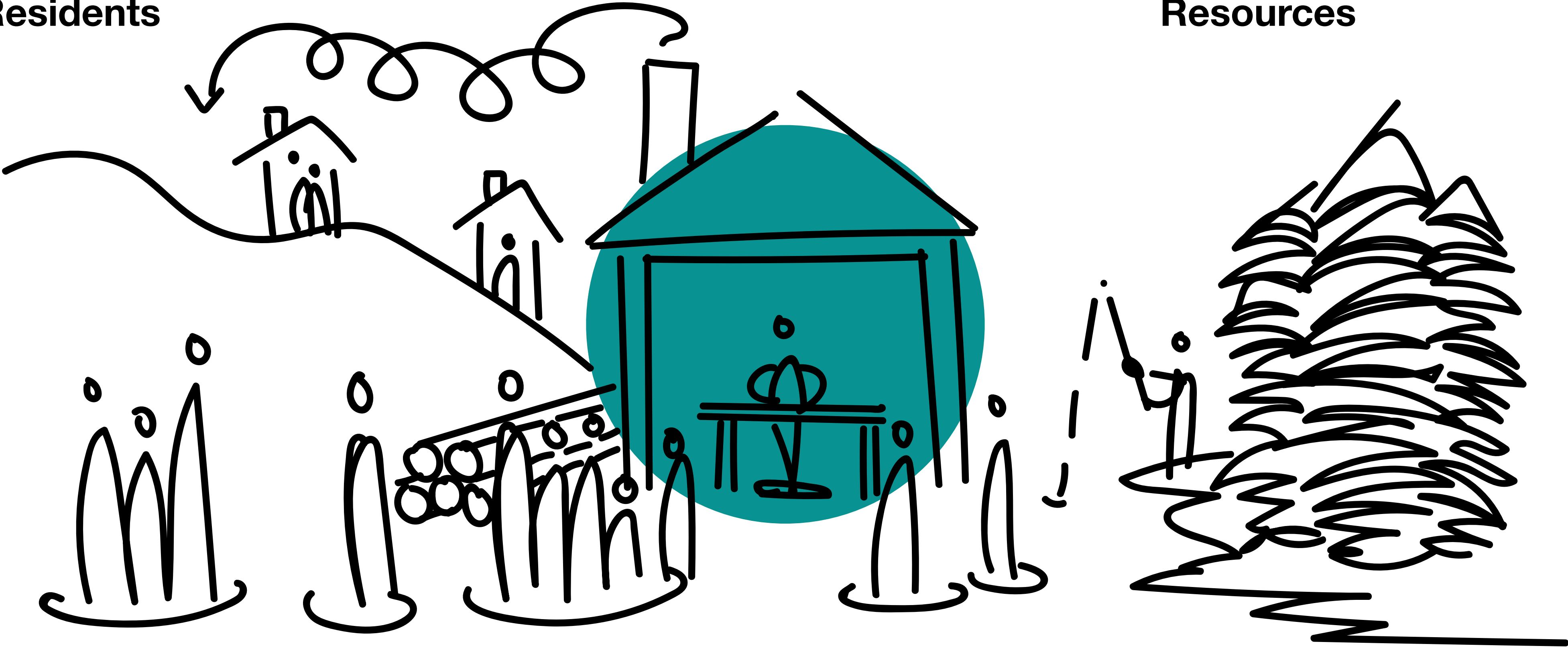
Made in RAET

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Made in RAET

# Future of Crafts

**Draw** Year-Round Residents



**Revive** Culture of Craft

**Engage** with Local Resources



Made in RAET

# Future of Crafts



Attract Visitors

Engage in Making

Connect to Nature

Made in RAET

# Future of Crafts



Attract Visitors

Engage in Making

Connect to Nature



Made in RAET

# Future of Crafts



Attract Visitors

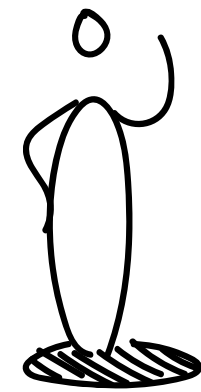
Engage in Making

Connect to Nature

Made in RAET

# Three Players

We want to create an unique experience that can only be achieved in Raet



Locals

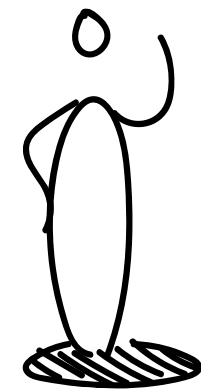


**Bringing people and new residents year round back to this area. The park gives attention to communities and celebrates their talents and craft.**

Made in RAET

# Three Players

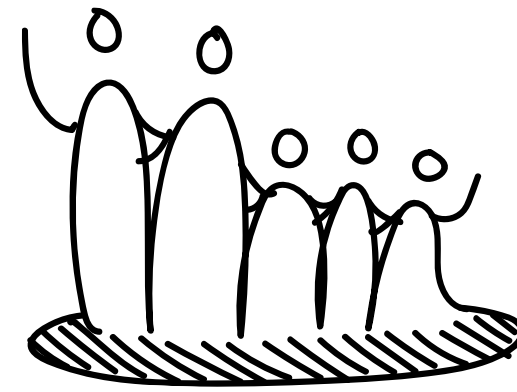
We want to create an unique experience that can only be achieved in Raet



Locals



**Bringing people and new residents year round back to this area. The park gives attention to communities and celebrates their talents and craft.**



Visitors



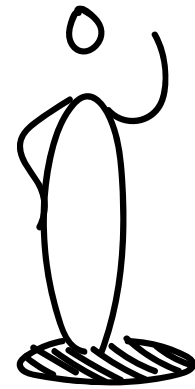
**Creating new attraction, new reasons to come year round and place to see something unexpected. Creating places where visitors can actually watch craftsmen working.**



Made in RAET

# Three Players

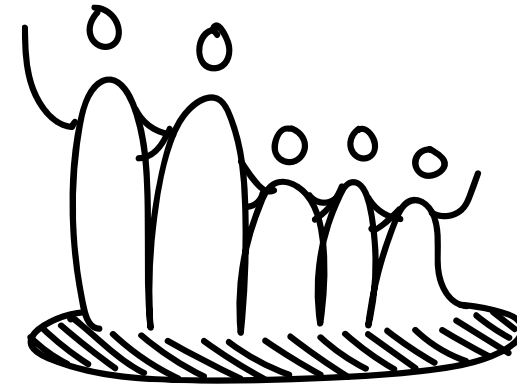
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Locals



Bringing people and new residents year round back to this area. The park **gives attention to communities and celebrates their talents and craft.**



Visitors



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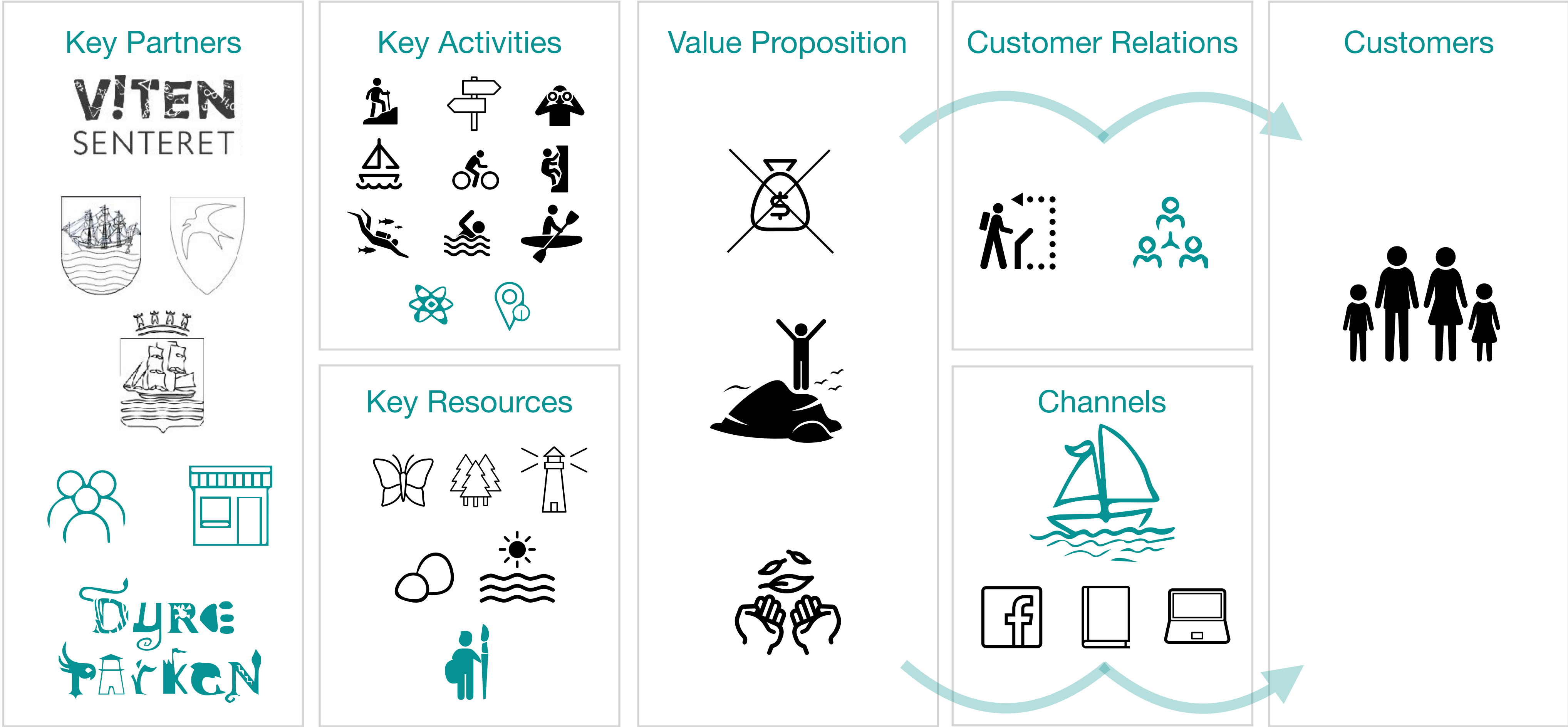


Nature

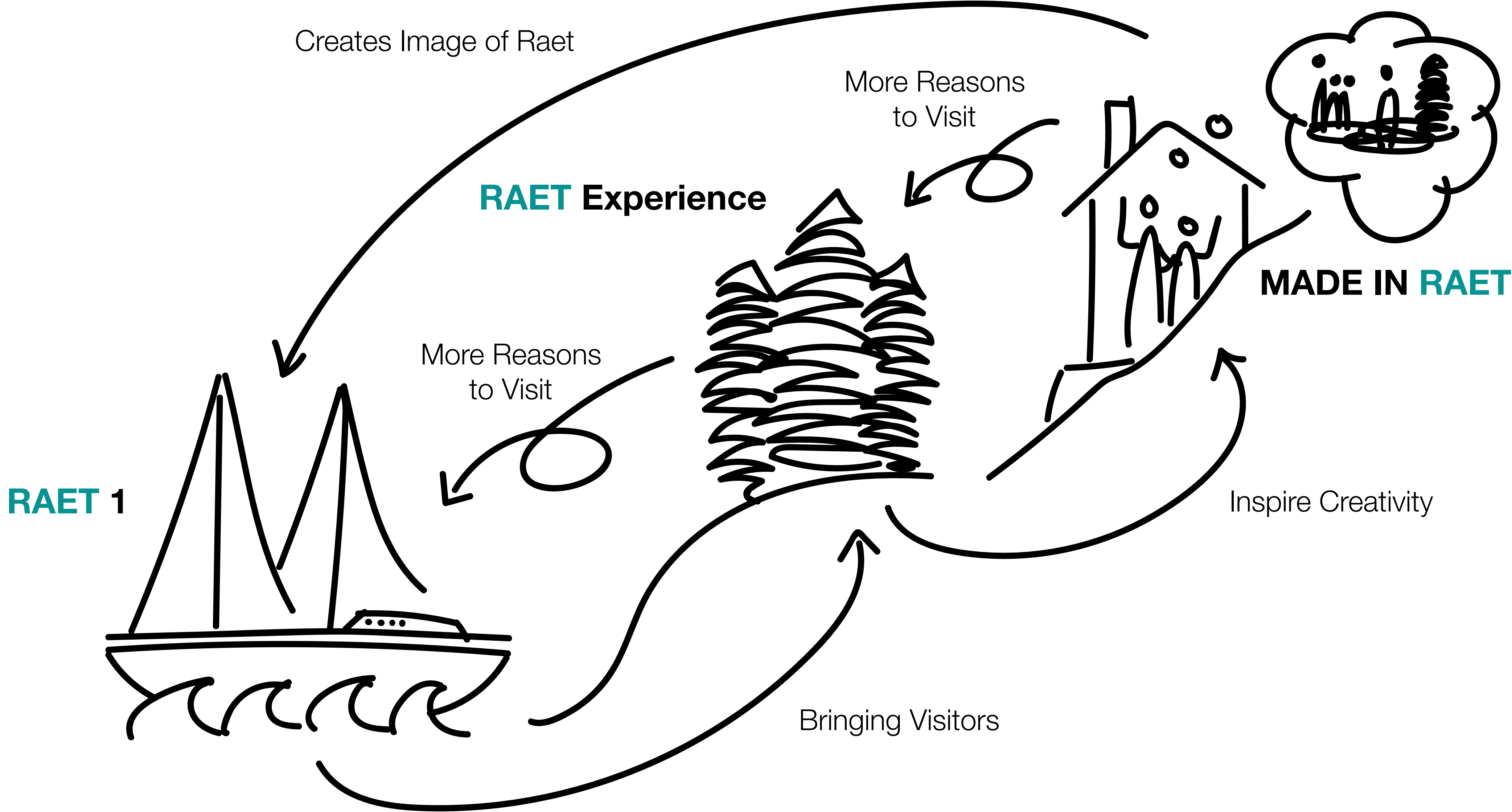


Inspire by nature to create a **culture of sustainable products and appreciation for the health of the natural world.**

# RAET Business Model Canvas



# The Proposal






# The Vision



For the prosperity of **Locals**, **Visitors**, and **Conservation**



A scenic view of a rocky coastline. In the foreground, there is a large pile of smooth, grey rocks. Behind the rocks, there is a dense thicket of tall, dry grasses and shrubs. In the background, a body of water is visible, with gentle waves breaking on a sandy beach. The lighting suggests a late afternoon or early morning setting, with a warm, golden glow.

**Raet is bigger than a national park.  
Raet is a lifestyle.**



A person wearing a tan coat, blue jeans, and a black beanie is walking along a rocky ridge. The background is a vast, blue sky with soft, wispy clouds. The overall mood is serene and adventurous.

Be RAET





# Raet nasjonalpark

Alice Smejkalova

Ester Kaasa

Ingunn Borlaug

Kevin Simmons

Stephen Agerbo