



# In a sustainable luxury tent camp, you are a tourist in a whole new way

The outdoor manufacturer Nordisk already operates five so-called Nordisk Villages around the world. The company has used the SDG Accelerator programme to make the experience even more sustainable.

Tents, sleeping bags, backpacks and high-quality outdoor equipment. The Danish outdoor company Nordisk can trace its roots all the way back to 1901, when it was part of the Nordisk Fjer group.

In recent years, the company has taken new steps in order to bring its customers closer to nature. With the establishment of Nordisk Villages in France, Italy, Argentina and Japan, the foundation is laid for a new global outdoor adventure, says the company's CEO Erik Johannes Møller:

'Quality has always been the prime focus in everything we do. After having been part of the Nordisk Fjer group for many years, we became an independent company in 1991, with a customer base that is best described as a worldwide fan club. To this day, we remain true to our heritage and are extremely proud to have played a part in the rise of outdoor tourism over the past decade. Nevertheless, we are also aware of the impacts that tourism has on the planet and on local communities.'

The idea of creating an entire camp filled with Nordisk tents came to life in Asia, says Erik Johannes Møller:

'Asians, particularly the Japanese, are eager to escape city life, look at the stars and enjoy nature. Since our large cotton tents were already a success on the Asian market, the idea of building a Nordisk Village, and thereby introducing a more luxurious nature

## Sustainable Development Goals at play

### SDG 12: Responsible consumption and production

Target 12.b: Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.



experience, seemed like the obvious next step. You check in, just like you would at a hotel, and you will find glasses of red wine, duvets, outdoor baths and many other facilities. You can choose to bring hiking boots and survival gear, but such items are also provided onsite.'

Today, there are already five Nordisk Villages spread around the world and more are on the way, says Erik Johannes Møller:

'Our villages are managed by local partners, so we know that they are run with the greatest passion and respect for the local community. At the same time, we have made great efforts to make the infrastructure work. For example, we had a chef from one of Copenhagen's top restaurants serve gourmet food in the Japanese camp. This was to give our guests an out-of-the-ordinary experience while continuously working to improve the concept.'

According to Erik Johannes Møller, the village concept fits the rising global awareness around climate change perfectly.

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dience of what we in Denmark have termed "hygge", cosiness: switching off your phone, being present and spending quality time with the people you love. This is the experience we intend to create.'

In the SDG Accelerator programme, Nordisk has worked hard to integrate sustainability into every detail, collaborating with partners such as the Technical University of Denmark, says Erik Johannes Møller:

'The goal is to offer a completely carbon-neutral holiday once you have arrived in the village. This means that you among other things will have to generate your own energy. We are currently working with the Technical University of Denmark to figure out how this can be solved, looking at both wind and solar energy, the choice of tent materials and how we can contribute to sustainable communities. The SDG Accelerator programme proved a good opportunity to advance these solutions, for example storing sustainable electricity in individual tents so that guests become aware of how it is generated. It was an exciting and rewarding process.'

The increased global awareness around climate change allows Erik Johannes Møller to have high ambitions for the company's sustainable village concept:

'I can easily imagine that within the next 3-5 years, we will manage 25 villages or more. The most important thing for us is to show our customers that we are not only developing quality products, but that we also care for the environment and give people the opportunity to have a wonderful experience in nature – which unfortunately is not an opportunity to everyone.'

### This is how Nordisk contributes to the Sustainable Development Goals

- Nordisk operates five so-called Nordisk Villages in France, Italy, Argentina and Japan. Here, you can live in a tent and be very close to nature.
- The goal is to offer customers a 100 per cent carbon-neutral holiday.

### Facts about Nordisk

- Founded in Denmark in 1901
- Played a major role in building the European outdoor sector through the 1970s and 1980s
- Supplies outdoor equipment to customers around the world
- Head office in Silkeborg, Denmark



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Erik Johannes Møller  
CEO, Nordisk