



PARTICIPANT INFORMATION

Dear outdoor friend!

It is soon time to start packing for the Outdoor Academy of Scandinavia!

Enclosed is some important information. Please read it careful and make sure you are well prepared.

Our objective is to provide the best education program for outdoor retailers to learn about and understand different outdoor products. Our approach is very simple; Learning by doing and the classroom is the Scandinavian outdoors.

The goal is to increase your competence, sales and services back home.

The summer course specializes in Scandinavian summer activities and related products. You need to be fit and motivated. We want to remind you that this is an academy, not a holiday. You will be sweating, but also having fun!

Each SOG company will organize training on their product categories to be led by company instructors and you will have the opportunity to meet local outdoor companies working with tourism and outdoor activities. All of us look forward to see you and wish you welcome to the beautiful Ålesund in Fjord Norway.

YOUR INFORMATION:

This is what you will find in this participant information:

- 1) Program
- 2) Tent teams and Food
- 3) Packing list
- 4) Presentation of the Crew
- 5) Questions to answer

Only a few weeks to go...



1) PROGRAMME

Thursday, June 16th

- 14:00 Arrival Ålesund Airport Vigra.
Transport to Devold in Langevåg.
- 16.00 Group 1: Devold Museum and Devoldfabrikken.
Group 2: Hand out of equipment .
- 17.30 Groups switching (all participants leave surplus equipment, to be picked up on the final day).
- 19.00 Dinner at Devoldfabrikken.
Information meeting about the coming days, tent teams etc.
- Apx 20.30 Trek to the camp site, where we stay the night in tents.

Friday, June 17th

- 07.00 Rise and shine! Breakfast made individually on Primus stoves. Take down tents.
- 09.30 Coach to the starting point for the trek.
- 10.50 Trekking in groups, training map and compass, in the Sunnmørsalpane, lunch during the day.
- 16.30 Basecamp nex to the Patchell hut, staying in tents for the next 2 nights.
The participants put up the tents, make dinner, etc. In the evening all gather in the hut for briefing on coming days activities and other information.

Saturday, June 18th

- 07.00. Wake up! Prepare breakfast on Primus or indoors in the hut.
- 08.00. Optional activities, half day, including lunch:
Glacier trekking (long tour, start 2 hours earlier)
Easy hiking in the area
- 14.00 Workshop; equipment
- 19.00 Dinner preparations

Sunday, June 19th

- 06.00 Time to get up! Breakfast, take down tents and enjoy a short morning trek (2 hrs) towards the coach waiting by the historical Hotel Union.
- 09.30 Departure from historical Hotel Union for Sæbø.
- 11:00 Ferry from Hellesylt to Geiranger, on the UNESCO World Heritage site Geirangerfjord.



- 12.05 Arrival Geiranger, coach to the gorge Flydalsjuvet and the Westerås farm, hike to the waterfall Storsæterfossen with typical Norwegian lunch during the walk.
- 15.00 Departure Geiranger, via the Eagles Road, (Ørnevegen) to Valldal by coach and ferry.
- 16.00 Ferry Eidsdal to Linge
- 16.45 Arrival at basecamp Valldal. Prepare camp and cook dinner.

Monday, June 20th

- 07.00 Wake up and breakfast.
- 08.30 Optional activities at Basecamp Valldal:
 - a) Rafting on the Valldøla river.
 - b) Juving / climbing in a gorge.
 - c) Hiking / trekking in the mountain surrounding Valldal.
 - d) Mountain biking
- 12.30 Lunch. Take down camp, put equipment on the coach.
- 13.30 A visit at the Juvet Landscape Hotel
- 15.00 Departure Valldal, heading for Ålesund via the Troll Paths Route (Trollstigen).
- 18.00 Arrival basecamp Ålesund, at the town mountain of Aksla. Prepare camp.
- 20.00 Final dinner at Fjellstua Restaurant, with a magnificent view of the ocean, islands and the Art Nouveau town of Ålesund.

Tuesday, June 21st

- 07.00 Rise and shine for the final day of active outdoors in Ålesund! Breakfast on Primus stoves. Take down camp.
- 08.30 Walk the town stairs to downtown Ålesund.
- 09.00 Optional activities or just free time to spend in Ålesund:
 - a) Kayaking in the harbour of Ålesund and the surrounding area.
 - b) Guided tour on foot – discover the Art Nouveau town of Ålesund.
- 11.00 Equipment return in Ålesund, at the Sparebanken Møre Arena. Showers are available.
- 13.00 Departure Ålesund / Sparebanken Møre Arena.
- 13:30 Arrival Ålesund airport Vigra
Individual travel arrangements.



2) TENT TEAMS AND FOOD

You will be put in tent teams with another participant, some of you have asked for someone special. One tent team share tent, stove and food during the entire tour. We will arrange the food for you, if you want some snacks, extra energy bring it (can for example be crackers, powerbars for short breaks during trek: nuts, raisins, chocolate).

Don't bring too much of your own equipment since you get most of it here. You may leave your luggage that you don't need for the tour at Devolds in Langevåg and pick it up again in Ålesund.

3) PACKING LIST AND EQUIPMENT INFORMATION

Below is an equipment list of what we normally recommend for **summer tours** in Scandinavian mountains. Part of the equipment is available for test/loan and you are obliged to test the equipment from the hosting companies. Besides the tour/activity equipment you need clothing for your travels.

TOURING DRESS CODE

To bring:

- Underwear
- Change of underlayer
- Mid layer (fleece or woolsweater)
- Trekking trousers
- Shell jacket and trousers (wind & waterproof)
- Cap
- Shorts

RESTING DRESS CODE

To bring:

- Extra socks
- Gloves

CAMPING

To bring:

- Head lamp

You get to test/loan:

Devold Breeze shirt
Devold Breeze boxer (men), hipster (ladies)
Devold Multi shirt
Devold Activ Fjell Calf socks
Aclima WoolNet shirt crew neck
Devold Walker high sock
Aclima WoolNet long pants
Trekkingshoes Ecco x factor (men)
Trekkingshoes Ecco Expedition II (ladies)

You get to test/loan:

Aclima Warm Wool Job beanie
Aclima WarmWool Hoodswearer
Devold Headover
Ecco Terra VG sandal (men)
Ecco Offroad lite sandal (ladies)

You get to test/loan:

Nanok sleeping pad
Nanok sleeping bag
Helsport sleeping bag Alta LT (men)
Helsport sleeping bag Huldreheimen (ladies)
Tentipi tentipis
Helsport Tents and lavvos



COOKING

To bring:

- Matches
- Plate, fork, spoon, mug
- Extra energy (nuts, powerbars, raisins etc)

You get to test/loan:

Primus stove, pots and fuel

FOR THE TOUR

To bring:

- Thermos bottle/water bottle
- Sunglasses
- Sun protection
- Raincover for the backpack
- Compass

You get to test/loan:

Helsport Fjellheimen 65 L
Map

GOOD TO BRING/OPTIONAL:

- Camera
- Binoculars
- Paper and pen
- Extra pack straps
- Insulating sit pad
- Repair kit (needle and thread)
- Knife/multi-tool
- Swimmingsuit/trunks

HYGIENE

To bring:

- Toothpaste and toothbrush
- Soap
- Small towel
- Toilet paper
- First aid kit
- Blister tape
- Personal equipment

BUYING THE PRODUCTS

The equipment from Ecco, Devold and Aclima will be given to you for testing and you can keep it. In exchange for the gifts the companies would like to encourage all of you to give a contribution to a charity project run by the Norwegian Tourist club in which they work with inspiring teenagers to take part of outdoor activities.

Some of the equipment that you get to test during the trip is for sale (tents, backpacks, sleepingbags, underlayers) after the tour. On your arrival you will receive a price list for the equipment for sale. Please note that we can only handle cash in Euro or Norwegian kronor. So bring some extra cash.



4) THE SOG CREW

ACLIMA (www.aclima.no)

From Aclima **Lars Eivind Johansen** will join the Outdoor Academy. Lars is 3rd generation in Aclima and responsible for marketing, sales. It is his first time being in the OAS crew, but he has been participating in some smaller expeditions to Spitsbergen and Mongolia. His favorite activity is to join the good atmosphere around the bonfire.

DEVOLD (www.devold.no)

At Devold **Dag Inge Sandvik** has control over everything from production to R&D, you can really see that he is a part of this old traditional Norwegian brand. Dag Inge lives in the area and knows the mountains and fjords very well, he will be a splendid local guide for our Outdoor Academy.

ECCO (www.ecco.com)

Mads Hahneman, A Danish/Scandinavian shoe guy that loves the great outdoors all over the world with Scandinavia as the main playground - lived (apart for Denmark) in Greenland and Norway and spend quite some time in Sweden and the Faroe Islands. My greatest pleasures are - the camp fire, the streaming rivers and the view from the mountain top.

HELSPORT (www.helsport.no)

Christian Cappelen is responsible for sales at Helsport. He is new in the outdoor business and started at Helsport 2010. Christian is very enjoys the nature very much and goes hunting and trekking all year around. He has a history as a what the Norwegians call "jeger" (hunter) in the military and spent a many nights in tents under hard conditions.

Maren Villabø has been working at Helsport since 2008. She is working at the marketing department and has a good knowledge about product development. Maren is generally very active outdoors, she is climbing, canoeing, off road biking, skitouring and skiing.

NANOK (www.nanok.no)

Torkil Michelsen is one of the founders of Nanok and will see to so that the nights during OAS is warm and comfortable in the sleepingbags. Torkil is a outdoor fan just like the rest of the staff and has done a lot of nice adventures around Norway.

TENTIPI (www.tentipi.com)

From Tentipi **Patrik Ronnbo** will join, Patrik has worked at Tentipi with sales and marketing for 12 years and have been participating on one OAS before. He lives in Arvidsjaur in North Sweden with the big forests around and try to spend as much time as possible in the Outdoor both summer and winter, especially on snowmobile during winter.



SCANDINAVIAN OUTDOOR GROUP (www.scandinavianoutdoorgroup.com)

Martin Kössler who is general secretary of S.O.G. and co- initiator of the Outdoor Academy of Scandinavia. A great fan of skiing, sailing and kayaking all year around.

Sofie Jugård Löfgren – that has been involved in all Outdoor Academies since the beginning will join the whole tour. She is running a outdoor event company named Aktivut where she produces tailor made outdoor events all over Scandinavia. Her favorite activity in winter is Alpine skiing and touring and summer time it is trekking. Sofie has a history as physical education teacher which is sometimes a good skill also in the outdoors...

Sandra Abendroth is working with the Scandinavian Outdoor Award since 2009 and will be responsible for the Scandinavian Outdoor Award jury meeting which takes place during the OAS in Norway. Sandra lives in Stockholm and enjoys being out and exploring the "Swedish Outdoors". It's her first OAS and she is very much looking forward to exciting days with great people.

VISIT ÅLESUND (www.visitalesund.com)

Geir Vik and **Ronny Brunvoll** will join the OAS and are responsible for the programme. They have been working hard to be able to show you the best parts of this area of fjords and mountains and you will notice that they know their job and their neighborhood very well. Geir is manager and Ronny is project manager at Visit Ålesund, and they are thrilled to let you all experience the magnificent nature in Ålesund and the Sunnmøre region.

VISIT NORWAY (www.visitnorway.no)

Britt Gorniok is joining the Outdoor Academy of Scandinavia representing Visit Norway who is one of the inviting parties. As all Norwegian she is used to be outdoors.

5) QUESTION TO ANSWER

We would like you to send a e-mail to Sofie Jugård Löfgren at: oas@scandinavianoutdoorgroup.com to confirm that you have read the participant information before departure.

We look forward to meet you in Ålesund in June!

