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Hedmark-Dalarna Border Committee

REGION DALARNA



HEDMARK  
FYLKESKOMMUNE



LANSSTYRELSEN  
DALARNAS LÄN



norden  
Nordiska ministerrådet



# Borderless attractiveness



## Work group



# Some deliveries/results



## Project plan - Goals

- 4 (5) municipality reports
- 4 meetings in the work group
- 5 municipality workshops
- 3 workshops for 5 municipalities
- A strategic tool
- Understand driving forces behind attractiveness and structural conditions
- Increased competence about what affects attractiveness
- Better planning, plans and action

## Results/outcome:

- Delivered 4 (5) reports
- 4 meetings
- 9 municipality workshops
- 2 workshops (40-50 people)
- Yes
- Yes
- Yes
- Yes





# Results and effects



## Questions and answers

- Long term effects

- The municipalities and regional authorities will be more conscious about what affects attractiveness
- Input to and links to the planning process and document
- Strategic development and change must have a long term perspective – it is not a quick fix

- Main challenges

- Adoption to and preparation of the attractiveness model in the swedish municipalities-less maturity in Sweden

- Lessons learned

### The value of a sciencebased model as a tool to:

- understand how the municipalities perform
- understand how the «truth» is
- understand the future (scenarios)
- understand the connection between different factors
- get information about the work in other municipalities
- understand that the challenges are the same in N and S

## Workshop in Trysil, Norway





# Results and effects

## Questions and answers

- Cross border cooperation – added value

-In this case it has been developed an analytic tool that makes it possible to discuss the same challenges and how to face them in a cross border approach

-transfer of knowledge -learning from each other and learning together - solve the problems together. The border committee establish structures for CB cooperation

- Address demographic challenges

-Statistical facts, scenarios and knowledge are essential as a basis and tool for increased awareness. Information, processes, plans and action

- National and EU level

-More focus and awareness of demographic challenges, especially in areas suffering from depopulation

-Develop programs and funding possibilities for municipalities and regions that has an ambition to meet the challenges of depopulation, ageing and attractiveness

## Mayor of Trysil – cross border cooperation







# After the project



## New ideas and follow up in 2015

- Grenseforum 20-21 May 2015  
– Theme: Attractiveness
- Follow up the 5 municipalities
- Recruit 4 new municipalities
- The Border Committee is responsible and project owner
- Budget: NOK 550 000 + administrative resources from HDBC







Rendalen kommune

# Stockholm 23.04.2015

*Planning for attractivity – what we do at the  
local level*

*The municipality Rendalen - Norway*

*Karin Wiik*

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# Facts from Rendalen



- 3172 square km
- 1860 people (0,6 person per square km)
- Employment in business sectors
  - Agriculture/wood 14%
  - Industry 9%
  - Construction 7%
  - Trade/tourism 14%
  - Public service 44%
  - Service 12%
- Two gas stations
- 0 cafés
- Two schools
- 4 grocery stores
- 4 churches
- No actual centre



# Population the last 14 years



2001	2002	2003	2004	2005	2006	2007
<b>-67</b>	<b>-24</b>	<b>-47</b>	<b>-41</b>	<b>-23</b>	<b>-27</b>	<b>-26</b>
2008	2009	2010	2011	2012	2013	2014
<b>-15</b>	<b>-16</b>	<b>-24</b>	<b>-15</b>	<b>-49</b>	<b>-27</b>	<b>2</b>



# 2014



	total	
By the start of the year		1883
Born	10	
Dead	30	
Birth surplus	-20	
Immigration	7	
Emigration	2	
National moving in	92	
National moving out	75	
Netto migration	22	
Growth	2	
By the end of the year		1885

## How to succeed?



- Some rural places are more attractive than others – why?
- We have asked the researchers from Telemarksforskning how to succeed in Rendalen
- Answer: *“We do not know. One thing we know though – you have to do something different from what you have done in the past.”*
- Solution: We have to do some research ourselves!

# What have we done?



- **Our Hypothesis from 2009:** The sense of place is connected with people's identity and pride.
- If people are proud of their home place they will stay even if they have to travel to their workplace. We think we can influence proudness
- We have run a project from 2009-2014 with the objective to spread pride, knowledge and consciousness about qualities in Rendalen
- This fits with Telemarksforskning's theory and the importance of local culture and attitudes



## Developing a general plan



- Now we are in the process of drawing up a general plan for the municipality.
- A main focus in our coming plan is how to be attractive and to get more people to settle down in our area.
- The analysis from Telemarksforskning helps us to understand that we need to focus on the topics that we locally can influence. We also have to stop using our energy trying to control factors that are out of reach from the local level.
- And planning for attractivity requires an overall perspective

# Our modell



# Process and involvement



- Involvement is important to give the plan legitimacy in the community
- Both people in general, businesses and different stakeholders is meant to be heard and be given adequate possibilities to influence the result of the process.



# How to get honest answers?



- Open public meetings have their limitations
  - Some people say very much in a very clear way
  - Some people do not dare to say anything
  - Some people tell everyone what they mean in the hall after the meeting
  - Some people never show up

The information is not always of great value for planning the future for everyone...

- We wanted to get more answers from more people
- We decided a new way to get people to hand in their contributions (in addition to open public meetings)

# “Get together” meetings



- Gjestebud – I can't find an adequate English word but have called them «get-together» meetings.
- It is an informal get-together with friends at the host's home.
- The municipality picked some hosts for some target groups
- They were given a brief guide with some questions (different for each target group) we asked them to discuss. There was also an open “tell us what is on your mind” question
- The results from the discussions were handed in, and will be handled anonymously.
- No one from the municipality's administration joined these meetings.

In this way we think it is easier to get more diversity in the answers and that they might be more honest.

## Who can arrange these meetings?



- Everyone who wants
- But the administration choose to invite some special target groups, these were:
  - Refugees
  - The traditional resident - born in Rendalen
  - The newcomers
  - Young mothers and fathers (not necessarily together)

**The Municipality did encourage everyone to take part in the discussions and to arrange their own meetings. If they wanted to have an influence now was the moment**



# What questions have we asked



- Examples
  - why have you stayed?
  - what will be important for you to keep on staying in the future?
  - why have you come/what did you expect?
  - were your expectations fulfilled:
    - in what way?
    - have there been disappointments?

# The process



- We have put more time into the process than what we are legally committed to
- People have met on a lot of different venues during the winter - this gives time to let new ideas mature
- We have reached more voices than usual
- See more information if you understand Norwegian [here](#)
- See our dynamic [time line](#) on internet
- We are now in a writing process before a draft will be published with an invitation for everyone to come with comments before the general plan will be enacted in August