

A group of approximately 15 people are gathered in front of a large, two-story wooden building with weathered grey-brown siding. The building has several windows with green frames and three doorways. People are sitting on colorful plastic chairs (white, orange, blue, purple) on a grassy area. Some are standing in the doorways. The scene is outdoors, likely in a rural or heritage site setting.

# Working with cultural heritage in local development processes

**Lisbon, September 2019**

**Presentation by Geir Tvedt**

**Directorate for Cultural Heritage, Norway**

# Instruments

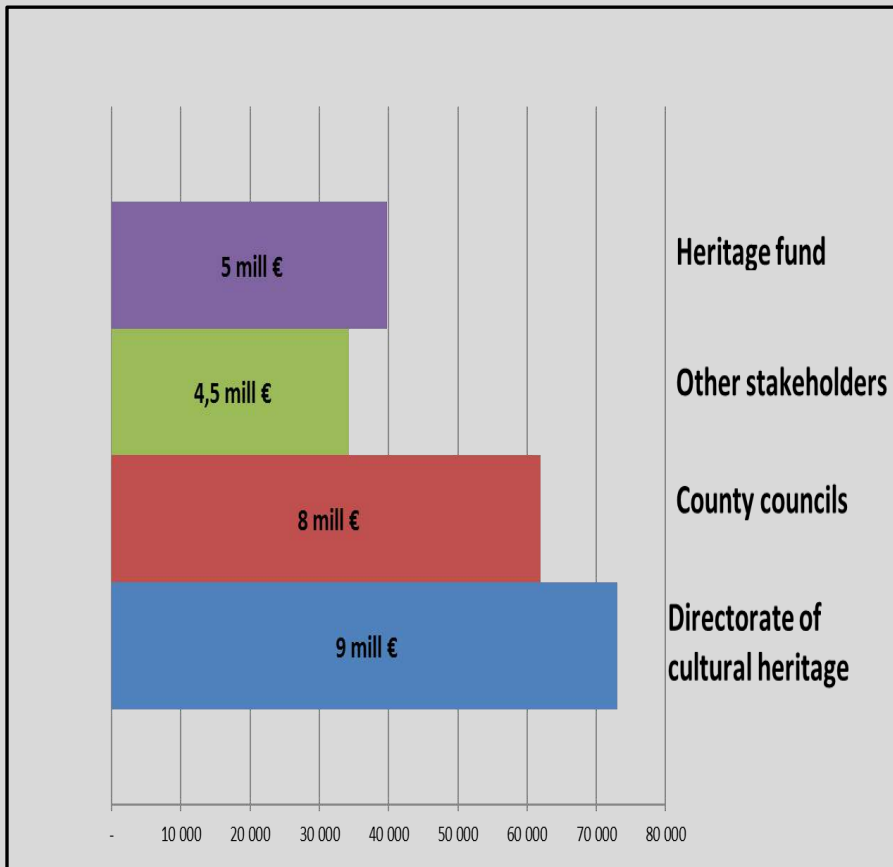
- Heritage Act
- Planning Act
- Grants for restoration of monuments etc
- Professional cultural heritage guidance and advices
- *Grants for development projects*
- *Development dialogue*

## Main goals:

1. To create development values
2. To ensure heritage values

# Two periods

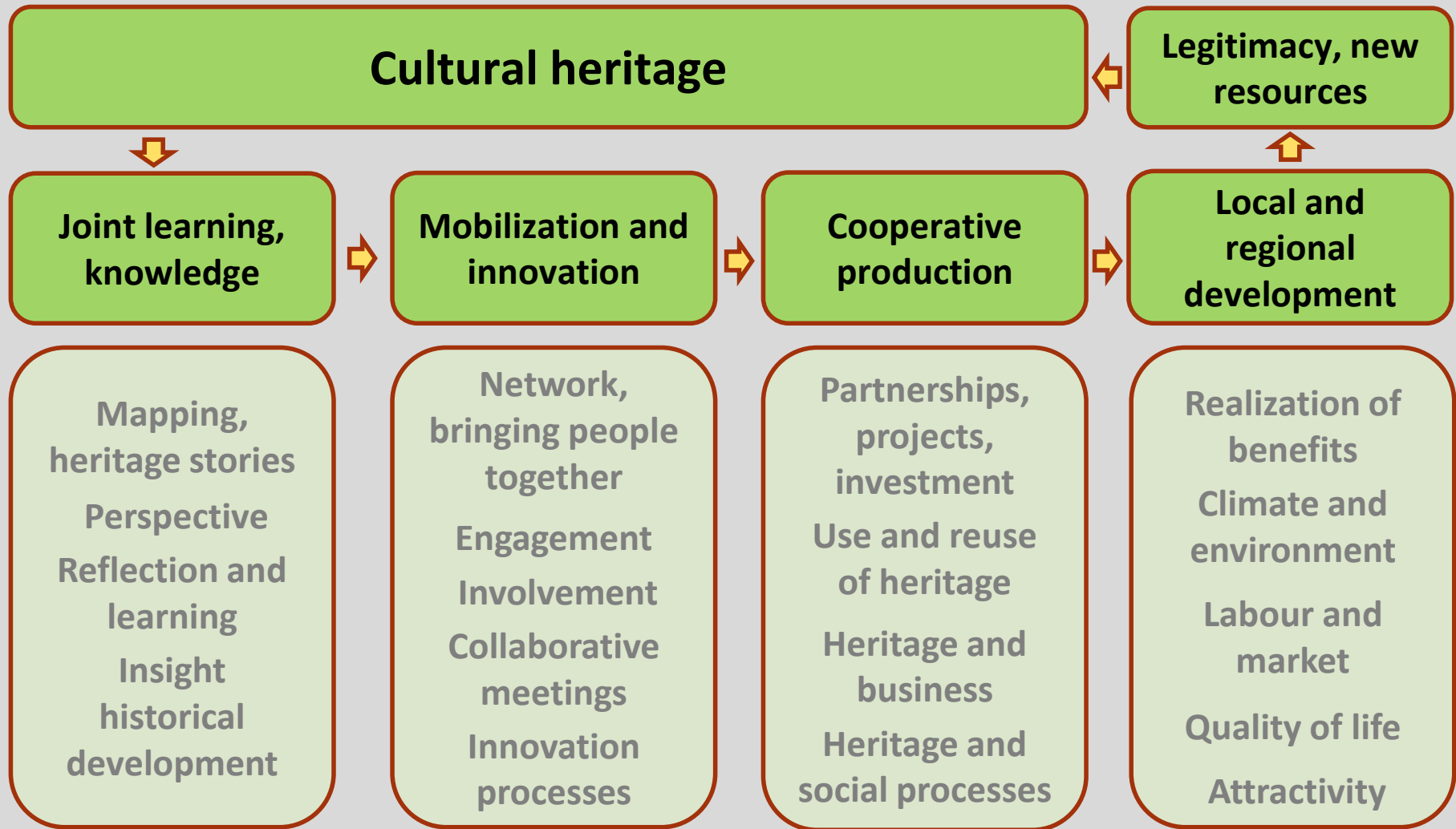
**Programme period 2006-2011**  
**26 million € - 11 pilotprojects**



**Period 2012 - 2017**

- Minor grants (1 million € per year)
- Integration of asset-thinking in ordinary heritage management
- Spreading of experiences to new communities and regions
- Documentation of results and effects
- Regional reform - regional development

# Cultural heritage chain





**Monuments, intangible heritage  
and historical narratives**



**Knowledge, perspective, insight**

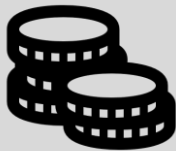


**Mobilization through joint learning,  
democratic participation, deliberative  
dialogue and innovation**

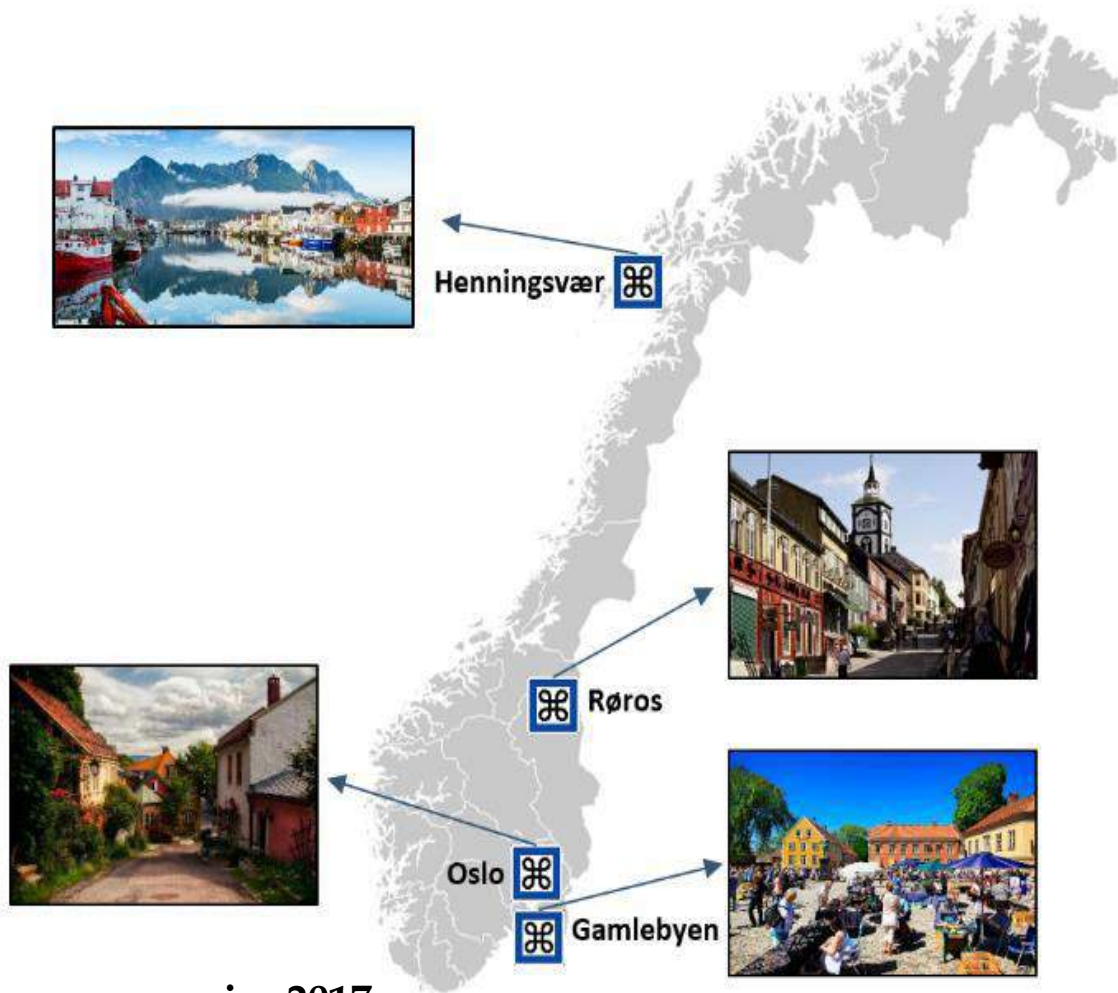


**Cooperation and partnerships:**

**Use and reuse, investment, trade, jobcreation,  
building of attractive communities and good  
places to live in**

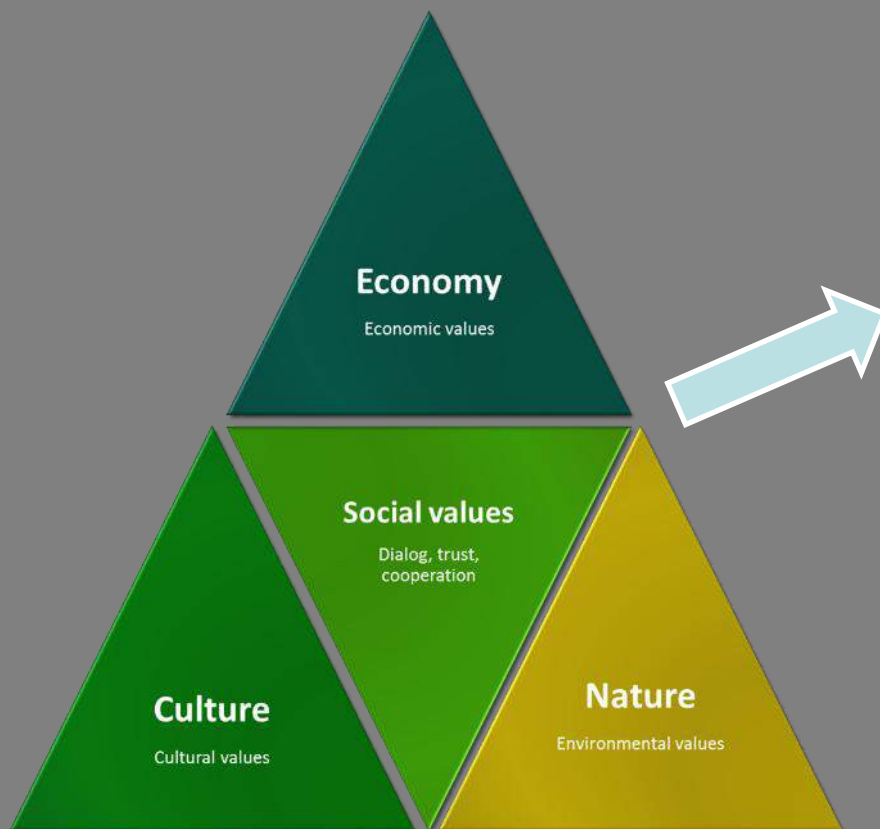


# An economic analysis of cultural heritage and cultural environments



Menon economics 2017

- Listed properties have a higher value in the market compared to homes that are not listed
- There is a higher willingness to pay to live in an area with high density of cultural heritage than in an area with a low density of cultural heritage.
- Economic impact from cultural heritage tourists. Henningsvær: Around 15 percent of total economic impact in the region and around 20 percent of the jobs



*The social aspect is a link between the other values.*

*Our understanding of the values and their potential is shaped through interaction with other people*

©The Centre of Competence on Rural Development  
Developed from a model by Ingebrigtsen and Jakobsen 2013



# Societal values

## CH-knowledge

- Scientific value
- Historical narratives
- Infrastructure for development

## Business and economy

- Business and trade, jobs, economic impacts
- Marketing, branding
- Facilitation for entrepreneurs
- Producing common goods

## Environment and climate

- Carbon storage
- Circular economy
- Eco-building
- Cultural landscape

## Social and cultural development

- Cultural awareness, identity,
- Quality of life, public health
- Democratic participation, mobilization,
- Social capital: network, cohesion

## Attractiveness

- Authentic historical sites
- Living and vibrant places
- Attractiveness - business, settlement, visits



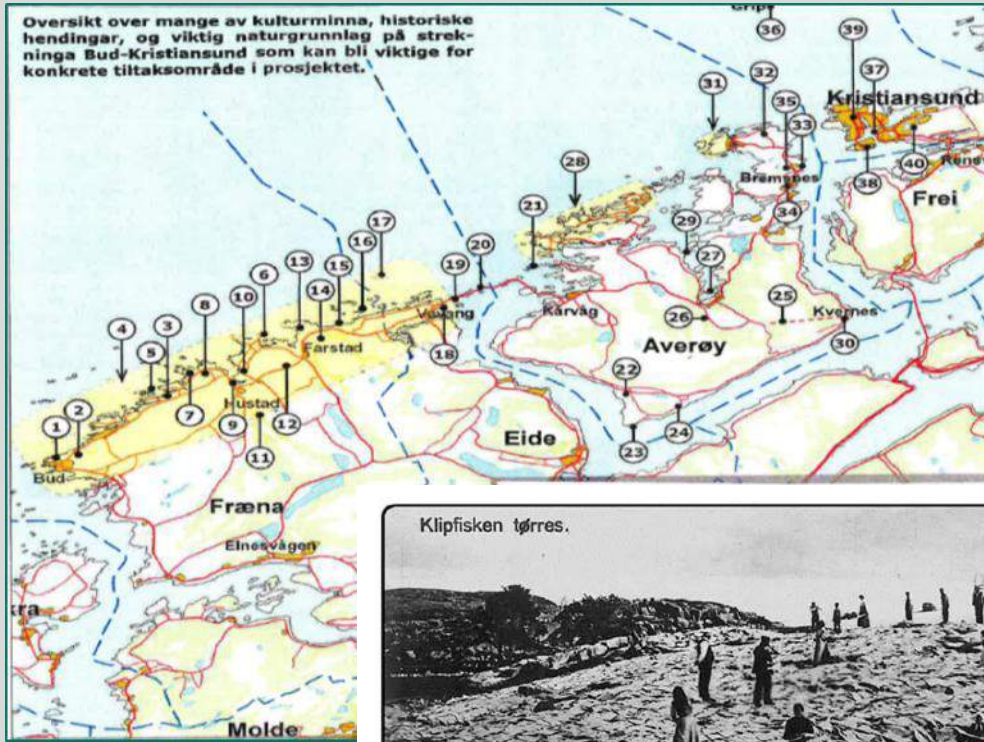


# Atlantic road

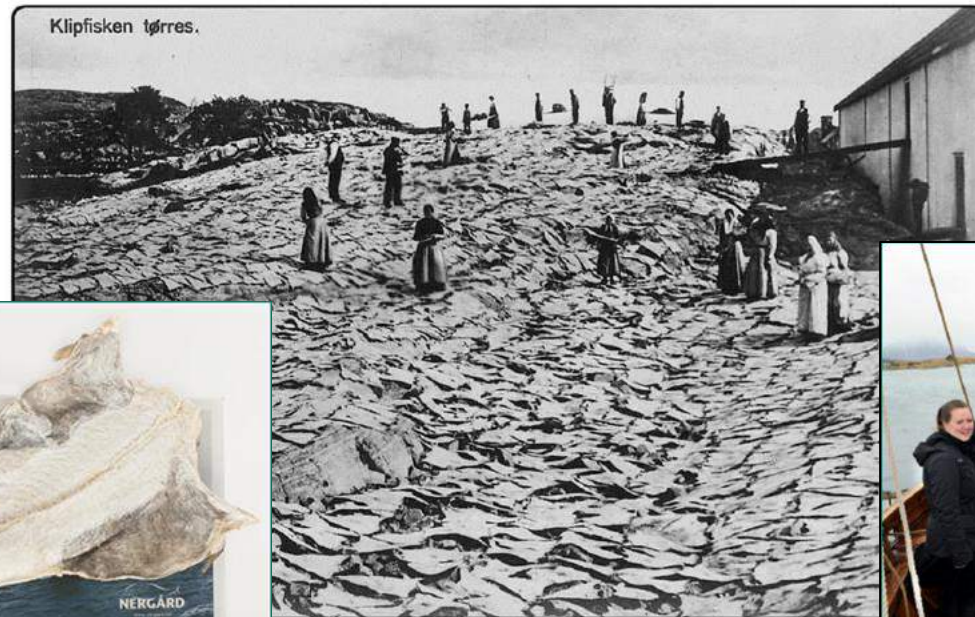


marit.bendz©riksantikvaren

# Atlantic road from Bud to Kristiansund



- Restoration
- Information center, local events, education of local tourist guides
- Entrepreneurs courses
- Network business operators
- Hosting tourists



# *Vardø restored*

Vardø – Havnen



# VARDØ RESTORED



# VARDØ RESTORED

- Anchoring
- Mobilization
- Combination of resources
- Joint future planning
- Dialogue with the inhabitants
- Dialogue with entrepreneurs/business development
- Cultural place analysis and spatial planning
- Storytelling
- Assistance within restoration
- Continuous processes



# Key elements in local development processes

Long-term perspective

Mobilization

Anchoring in plans  
and strategies

Local and  
professional  
knowledge

Deliberate dialogue  
and cross-sectoral  
cooperation

Multi-storytelling



# Basic assessment of the applications

- **First question**: - What are the **benefits** for the inhabitants, business and trade, for the community, for the region?
- Does the project affect one or a group of stakeholders, or will the local community as such benefit from the project?
  - Projects aimed at both economic and social benefits create good results and remain robust over time.
- **Second question**: To what extent and in what way will the project build up **qualitative and long-term management** of the cultural heritage.
- Will the project trigger commitment and economic resources?
  - Will the project lead to more understanding, appreciation, safeguarding of cultural heritage?

# Other questions to be asked

- ✓ Has the project prepared for networking, inter-sectoral dialogue?
- ✓ Are all relevant stakeholders joining the project?
- ✓ What's the degree of commitment, responsibility, working resources and economic contribution from the individual stakeholder?
- ✓ Is the vision suitable for joint future planning?
- ✓ Will most inhabitants and stakeholders agree to the goals and work together?
- ✓ How will the inhabitants be involved?
- ✓ Will the inhabitants get the opportunity to use their competence and engagement?
- ✓ Has the project facilitating for transparency and building of trust between the stakeholders?
- ✓ How will the project handle potential conflicts of interest?
- ✓ Will there be facilitated for knowledge-based process advice?
- ✓ What can be learned from the project?
- ✓ How will project activities and results/effects be documented and measured?



# **Business development**

- ❖ Business establishment depends on many factors, be realistic**
- ❖ Business development must be accepted by the local community**
- ❖ Framework and infrastructure for business development**
- ❖ Network and collaboration between business entrepreneurs**
- ❖ Professional business guidance and coaching**
- ❖ Authorities with particular responsibility for business development**

# HAMNINGBERG

The lavo method

