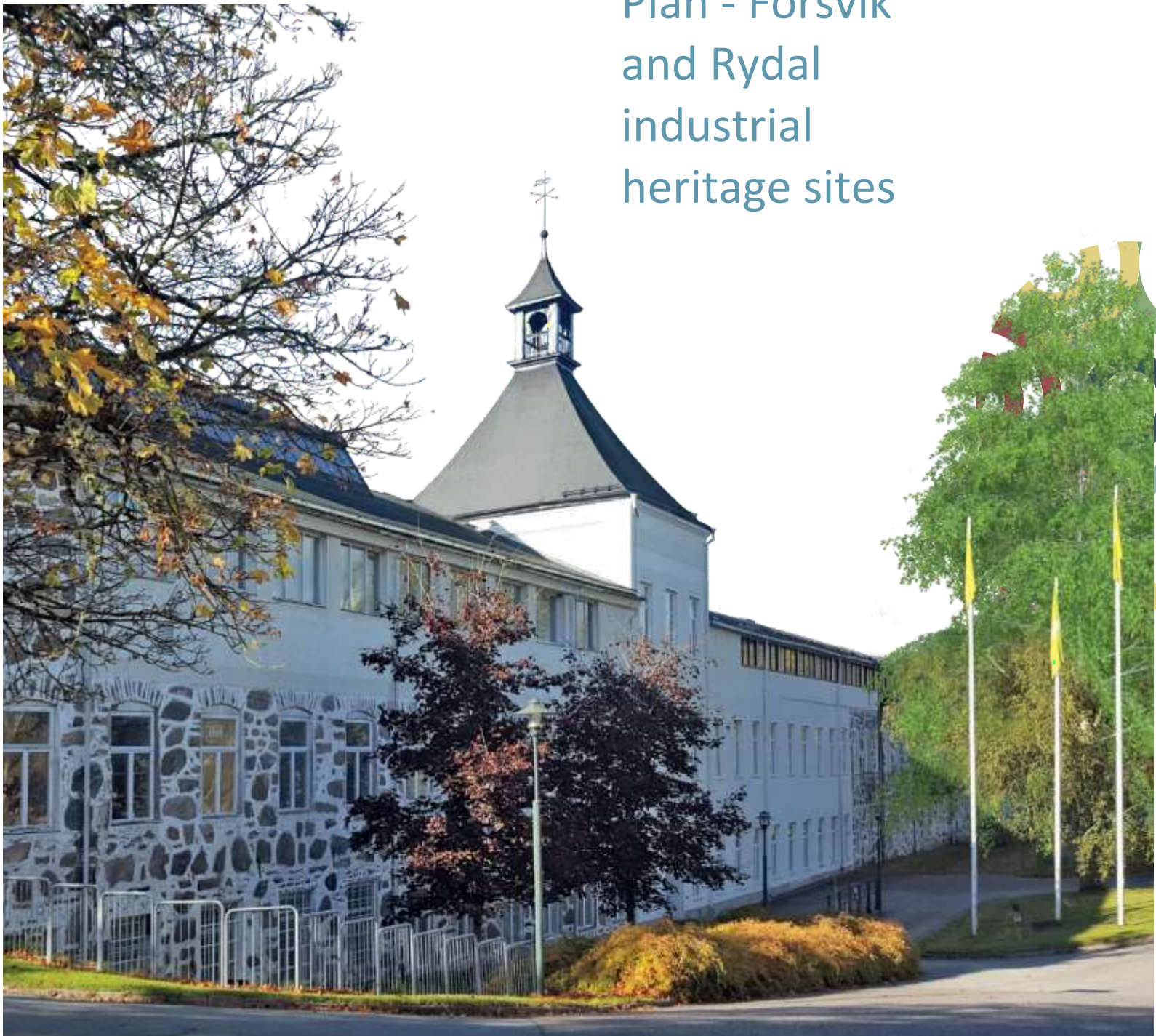




Västra Götaland, Sweden

Local Action Plan - Forsvik and Rydal industrial heritage sites



PREFACE

Cultural heritage sites are fascinating and attract many tourists annually. But cultural heritage sites also need to be maintained and it leads to huge costs. Especially when it comes to historic industrial heritage sites with many buildings or contaminated land the costs for maintaining and developing the site can be huge. Many cultural heritage sites have a potential to be attractive for companies to operate in. Particularly companies with a focus on tourism, but also other types of companies which see the cultural-historical values as an integrated part of their companies identities.

But cultural heritage sites are not simply tourist sites but also someone's habitat and should be a good place to live all year round.

In BeCULTOUR, Region Västra Götaland in cooperation with Karlsborg and Mark Municipality and Innovatum Incubator have worked with two industrial heritage sites, Rydal in Mark municipality and Forsvik in Karlsborg municipality. Both places have a great heritage value and attract many visitors, but they also have challenges as local communities and development strategies beyond tourism are needed.

During the winter and spring of 2021-2022, we have arranged three workshops at each site where local stakeholders together established a long-term development plan.

The goals and activities developed for each site are well rooted in existing regional, sub-regional and municipal strategies and there are good chances for the sites to receive support in their

future work. The intentions of BeCULTOUR are also well rooted in the Regional Tourism Strategy - stepping up sustainability, which has four overarching goals:

- *As little unnecessary environmental impact as possible*
- *Good for both residents and visitors*
- *More visitors when and where sites are not full*
- *More full-time jobs and more resilient businesses*

The action plans for Forsvik and Rydal are the beginning of a long-term development undertaking that will result in new working methods and collaborations, but also new projects and investments that will strengthen a sustainable development of the sites.

Gothenburg 8th of July 2022

Björn Ohlén

project manager

Region Västra Götaland


Table of contents

Preface	3
What makes us unique? Introduction and context	5
Pilote heritage site -short characteristic	5
Tangible and intangible cultural heritage	6
Existing development strategies and identified gaps	6
How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process.	8
Mapping of inclusive and diverse stakeholder ecosystem	8
Mapping of specific heritage and cultural tourism-related challenges	9
Involvement of the community in Actions	10
Meaning and value of local cultural heritage Actions for European history and culture	10
Discovering the “beyond” in circular cultural tourism	11
Why will our Action Plan be sustainable? Monitoring and evaluation.	11
About the action Plan:	11
Action Plan Forsvik and Rydal	12
Action/Common goal 1: Culture and heritage experiences all year round	12
Action/common goal 2: More people choose to stay longer and settle down	16
Action/common goal 3: Easy to visit and live here without your own car	20
Action/common goal 4: More sustainable and creative companies	23
Action/common goal 5: Establish a long-term development organisation	27
Local Pact	30



What makes us unique? Introduction and context.

Pilot Heritage Site – short characteristic



Västra Götaland is the largest region in Sweden with 1 million inhabitants. Half the population lives in the Gothenburg region in the western part of the region. Part of the region has a low population density compared to many other parts of Europe. Västra Götaland consists of 49 autonomous municipalities with responsibility for, among other things, all physical planning within their municipality. The municipalities are organised into four sub-regions where they collaborate on common development issues. Region Västra Götaland works closely with the municipalities, especially through the four sub-regions. A good life no matter where you live in Västra Götaland is the vision for all regional development.

Västra Götaland is a strong industrial region with a high level of innovation and solid companies. Tourism sector is only 2.5% of GNP today but is growing rapidly. Gothenburg and the coastal area in Bohuslän have the largest number of tourists, even over-tourism, but nature and cultural tourism is also growing rapidly in other parts of the region as well. The tourism season is short and focused on June-August. The industrial identity of Västra Götaland is noticeable in all the well-preserved industrial heritage sites around the region. Two of these are Rydal and Forsvik.

Forsvik and Rydal are two of the most treasured industrial sites in Sweden with important heritage values. Forsvik is an old Mill Town and one of the first industrial places in Sweden. A sawmill, an iron mill and an important mechanic workshop have functioned here since the 15th century but today all production is closed. Forsvik is a village in Karlsborg municipality with 320 inhabitants, but the population grows in the summer when many people move to their summer houses and Forsvik attracts many tourists. In Forsvik there is a hostel, a small hotel, a summer café and a restaurant. Besides the industrial museum which is managed by the regional heritage administration, the Göta Canal is a great tourism attraction.

Rydal is a small village in the municipality of Mark with 430 inhabitants. Rydal has grown around a spinning mill established in 1853 by the textile baron Sven Erikson. He was a key person in the textile industry that dominates this part of the region.

The Museum started 1985 by the Municipality of Mark and the spinning mill was declared a historical monument in 1991. Besides the museum there is a restaurant in the old manor house.

Tangible and intangible cultural heritage - including visitor hot-spots

In both Rydal and Forsvik, everyone agrees that the old industrial buildings are the most important cultural heritage, of which the most important parts of the sites are the old factories.

In Rydal, the spinning buildings and the manor make the entire destination, but in Forsvik it is the canal with the lock that is an equally important cultural heritage. In both places there are museums that also serve as tourist offices. In Rydal the museum is open all year round while Forsvik is only open during the summer.

In both sites people feel a huge pride in the industrial environment and the places history and the stories of old times when the mill was in operation is constantly repeated in exhibitions, brochures and in digital channels. The stories tell the technical history and everyday life at the mill.

The stories are part of a larger story about how Sweden went from being one of Europe's poorest countries to one of the richest in less than 100 years. There are fewer stories about Forsviks and Rydals roles today and in the future. There is therefore a need for a new narrative that describes the places' identity today and tomorrow and that is not just based on something from the past. If one does not find that story, the sites risk being stuck in their own historical narratives and becoming just a museum.

Existing development strategies and identified gaps

Region Västra Götaland has recently developed a new Regional Development Strategy 2021-2030. It has a strong focus on circular economy and transition to a sustainable society. Part of the strategy is also Västra Götalands Smart Specialisation Strategy (3S) and in it they have identified sustainable tourism industry and creative industries as strategic areas of development.

Culture and heritage have had a strong position in regional policy since the region was formed in 1999 and culture is an integral part of regional development. The Regional Cultural Strategy 2020-2023 is currently being revised. One of the prioritised areas is creative industries. Region Västra Götaland also has a regional tourism strategy - Stepping up sustainability, which also has a strong focus on sustainability. The strategy has four long-term goals:

- *As little unnecessary environmental impact as possible*
Tourism always involves an impact on the environment. Transport to and from the destination, and activities and consumption when there lead to CO2 emissions. In

addition, the visit can have a damaging impact on the environment at the destination

- *Good for both residents and visitors*
Attractive places to live are often also attractive places to visit. Visitors arriving from elsewhere are nearly always a prerequisite for locations to be able to offer a wide choice of restaurants, shops and other services.
- *More visitors when and where sites are not full*
The occupancy rate of accommodation in West Sweden shows that most of the year most places can accommodate more visitors.
- *More full-time jobs and more resilient businesses*
The tourism and hospitality industry are probably the sector hit hardest by the pandemic. This demonstrates the need to build more economically viable businesses that are better equipped for the future.

Within the Interreg project CHRISTA, Region Västra Götaland developed an action plan for how we would strengthen the industrial heritage tourism in the region. The plan focuses on the role of civil society and the sites and museums run by non-profit organisations. Based on this, a regional cultural heritage tourism group was formed within Prisma Västra Götaland.

The sub-regions also produce strategic plans for their areas and these work as a link between the regional strategies and the municipal one.

How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process.

Mapping of inclusive and diverse stakeholder ecosystem

The local action plans for Forsvik and Rydal have been developed through cooperation between many different parties. Both associations, companies and public authorities have been part of the process on equal terms. We have not succeeded in connecting the academy, but this is explained by the fact that neither Rydal nor Forsvik have those contacts themselves and that there is no university or college in the municipalities.

There are no specific minority groups living or working in either Forsvik or Rydal but during the process we have done everything in our power to involve a wide diversity of representatives.

The workshops have taken place both during the day and in the evening so that as many people as possible will have the opportunity to participate.

Some activities in the action plans need support from the subregion or region in order to be implemented and these regional stakeholders are identified during the process.

Mapping of recognized and hidden assets

In both Forsvik and Rydal, it has been identified that the natural environment is a major asset that is not utilised to a sufficient extent by the current site. The different stakeholders have a pretty good overview of other players and hot spots in the area, but these are not marketed in any collective way.

In both sites, the heritage buildings have been seen as having potential to attract new companies in cultural industries to the place. You have large premises that can be for rent to entrepreneurs who can make the place more robust and lively all year round.

Both Forsvik and Rydal have several stakeholders in the cultural field with a great potential to develop and make the site attractive, but the cluster needs to be strengthened and become larger. A stronger cluster of cultural actors is also a prerequisite for being able to operate throughout the year, which is one of the long-term goals.

Mapping of specific heritage and cultural tourism-related challenges

This Local Action Plan is built on an SWOT analysis of obstacles and challenges. Similar obstacles and challenges have been identified in both Forsvik and Rydal.

- *Short tourism season.*

The tourism season lasts only for four months and the period with many visitors is even shorter (6-8 weeks in July and August). Visitors also come during spring and autumn, but they are too few to be able to keep accommodations and sites open.

- *Stagnation and demographic challenges*

The population in Forsvik is slowly declining and the age of the inhabitants is increasing. In Rydal the population is slowly increasing.

- *Lack of housing for permanent and temporary visitors*

In both Forsvik and Rydal, there is a shortage of housing, which makes it difficult to attract new settlers. In Rydal in particular, there is also a shortage of guest housing, which means that visitors cannot stay overnight.

- *Too few companies*

In both sites it is desired that more companies are established in the locality to create a more vibrant environment that is not simply dependent on tourists. They want to attract companies in culture, creativity, circular economy and crafts.

- *Poor public transportation.*

Public transportation in rural areas is considered feeble. Since the territory is sparsely populated and distances are relatively large, public transport is overall limited and commuting possibilities are reduced.

- *Lack of collaboration*

It has been identified that cooperation on the spot needs to be strengthened and that some form of organisation needs to be formed to drive the development work and implement the activities in the action plan.



Involvement of the community in Actions

The activities in the plan are developed by the local community and they also see their role in the implementation of the activities. For each activity, it has been identified who should be the principal responsible and who should work together to carry out the activity. The municipality, associations and companies collaborate on most activities and few of the activities affect the regional level.

Meaning and value of local cultural heritage Actions for European history and culture

The heritage of industrial society is a common European heritage where innovations, materials, machines, know-how and especially people have migrated across national borders. The story of how this led to an economic development, ecological destruction and major social changes is a common story for all of Europe. In some parts of Europe, industrialism is a past era, while others are in the process of being industrialised. In Sweden as well as many of the countries that were industrialised early, both the physical industrial settings and the narrative about them and the industrial heritage is transformed into cultural centres and places to visit.

In that way they constitute a new function in society where the destinations continues to contribute to local and regional development.

Transformation requires that conservation and development take place in an integrated manner and a predominant conservation perspective can hinder development and thereby also jeopardise the long-term financing and preservation of the cultural environment. In the action plans for Forsvik and Rydal, we have used the cultural heritage as a starting point and a resource for the development of the site and prioritised activities that, with the help of the cultural heritage's values, create a long-term and sustainable development. Such an integrated approach presupposes that you work on a site-based basis. It is more difficult when conservation issues are handled at a state level in isolation from other decisions. Perhaps the approach we have tried to use within BeCULTOUR can be an inspiration for other regions that want to strengthen sites beyond heritage and cultural tourism.

Our experience from the CHRISTA project is that it is difficult to attract visitors to well-preserved purely industrial-historical places to visit, but that industrial-historical environments under transformation have a great attraction.



Discovering the “beyond” in circular cultural tourism

Traditional tourism industry puts tourism and its economy at the centre and a good tourist development with many visitors becomes an intrinsic value. When working with place development, you instead put the place's needs in the centre and tourism can be a tool to strengthen a place's development - but it is not a goal itself. In this action plan, we have worked from a site development perspective and based on the needs of the local community. The activities in the action plan aim to create a good site for those who live in Forsvik and Rydal and attract new inhabitants and new companies.

Why will our Action Plan be sustainable?

Monitoring and evaluation.

The action plans in Forsvik and Rydal have been developed by the community on the sites in collaboration with the municipality and regional actors. The process has been taken into consideration and has been based on previous plans and strategies and linked them into a long-term plan. The bottom-up perspective is the greatest strength and paves the way for continued long-term cooperation. The plans are also based on the tourism perspective being integrated into the rest of the local development so that tourism strengthens the local development and makes the place more attractive for year-round living - which is the overall goal.

The plans are also based on utilising existing resources and using them in a new and long-term sustainable way. Adaptive reuse is central to the action plan.

The activities are focused on reducing climate impact to the greatest possible extent. It includes public transportation, remediation of contaminated land and better utilisation of resources on site. The action plan will be followed up and revised annually and form the basis for the annual planning in the organisations involved.



About the Action Plan:

We have structured the two local action plans for Forsvik and Rydal by sorting the subactions under five common goals/actions. The LAP has to be further developed by the local community during the autumn 2022. Almost all of the actions and subactions are on local level and the responsibility to develop them is on the municipality or the local community. The Regional Authorities will support them and facilitate the process. The financial parts of the LAP will be developed within the BeCULTOUR project.



Action/Common goal 1: Culture and heritage experiences all year round

Covid 19 was a game shifter when it came to tourism. When people could not travel abroad the Swedish people started to travel, hiking and biking in their home region. One of the challenges in Forsvik and Rydal is the short tourist season. To become a more sustainable village we need to develop new sustainable experiences in autumn, winter and spring. Both Forsvik and Rydal have great heritage assets that can attract visitors from the region all year around and we can see a growing interest also from other parts of Europe to visit Sweden in other seasons than summer. Tourism can create more jobs for marginalised groups but it needs to be all-year around and this is a goal in the regional tourism strategy.

Subactions Forsvik

1.1 Develop new winter experiences (skiing, skating, ice fishing) in Forsvik

When: 2022- 2024

Innovation area: Nature as heritage, Identified challenge: Short tourism season

Cultural heritage asset(s): Nature, touristic infrastructure, interesting heritage

Target groups: Outdoor tourists from Northern Europe

Responsible stakeholder: Visit Karlsborg,

Collaborator: Local stakeholders and entrepreneurs, Industrial museum, Forsvik hostel

Raw budget estimation: To be completed

Funding Source (EU, National, local): Local

project/LEADER Other resources needed:

Indication of success: To be completed

Hackaton? No

1.2 Offer heritage experiences for children and young people all year around

When: 2023-2025

Innovation area: Contemporary meanings of heritage

Identified challenge: Short tourism season

Cultural heritage asset(s): touristic infrastructure, interesting heritage, museum

Target groups: Families

Responsible stakeholder: Forsvik Intresseförening, Culture development administration

Collaborator: Karlsborgs Municipality, Visit Karlsborg

Raw budget estimation: To be completed Funding Source (EU, National, local): Local

Other resources needed

Indication of success: To be completed

Hackaton? No

1.3 Establish a Heritage Innovation Centre

When: 2023-2025

Innovation area: Contemporary heritage experience, industrial heritage experience

Identified challenge: Short tourism season, to few companies

Cultural heritage asset(s): Attractive heritage and empty houses

Target groups: To be completed

Responsible stakeholder: SMOFA, Forsviks kulturhantverksförening

Collaborator: Karlsborgs kommun, VGR, ABF, sub region Skaraborg

Raw budget estimation: To be completed

Funding Source (EU, National, local): EU, National, Local, Private

Other resources needed: Business model

Indication of success: To be completed

Hackaton: Yes

1.4 Create a more attractive and safe thoroughfare

When: 2024-

Innovation area: Rural co-living

Identified challenge: Lack of collaboration. Stagnation and demographic challenges

Cultural heritage asset(s): Attractive village

Target groups: Local community, visitors

Responsible stakeholder: Karlsborgs Municipality

Collaborator: Trafikverket, estate owners

Raw budget estimation: To be completed

Funding Source (EU, National, local): National, Local,

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

1.5 Access to the mill area and facilities all year around

When: 2024

Innovation area: Rural co-living; Industrial heritage experiences

Identified challenge: Short tourism season

Cultural heritage asset(s); Attractive heritage area

Target groups: Local community, visitors

Responsible stakeholder: Karlsborgs Municipality, Forsviks Intresseförening

Collaborator: Café ADA, Culture development Administration

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: To be completed

Indication of success: Access to the mill area all year around 24-7

Hackaton: No

Subactions Rydal

1.1 Establish public workshops

When: 2023-2025

Innovation area: Contemporary heritage experience, Industrial heritage experience

Identified challenge: Stagnation and demographic challenges

Cultural heritage asset(s): Attractive heritage buildings

Target groups: Artists, craft-companies, Visitors

Responsible stakeholder: Mark Estate Co, Mark Municipality

Collaborator: The Mansion restaurant, tenants in the mill

Raw budget estimation: To be completed

Funding Source (EU, National, local): Local/ LEADER

Other resources needed

Indication of success: To be completed

Hackaton: Yes

1.2 Develop the existing conference facility

When: 2023

Innovation area: Contemporary meaning of heritage

Identified challenge: Lack of cooperation, To few companies

Cultural heritage asset(s): Underused locations in the mill

Target groups: Local companies, conference guests

Responsible stakeholder: Mark Estate Co

Collaborator: Mark Municipality, The Mansion restaurant

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: Better cooperation

Indication of success To be completed:

Hackaton: No

1.3 Develop unique nature heritage experiences

When: 2023

Innovation area: Nature as heritage

Identified challenge; to short tourism season, to few companies

Cultural heritage asset(s): Beautiful nature

Target groups: Visitors, local community, local companies

Responsible stakeholder: Mark civil defence organisation

Collaborator: Mark Municipality, The Mansion restaurant

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No (but applicants)



1.4 Develop heritage and culture experiences along the river Viskan

When: 2023

Innovation area: Contemporary meaning of heritage

Identified challenge: To short tourism season, Lack of collaboration

Cultural heritage asset(s): Beautiful historical landscape

Target groups: Local community, visitors,

Responsible stakeholder: The museum, The Mansion restaurant, the village community org

Collaborator: Mark Municipality, Rydal Boat Club

Raw budget estimation: To be completed

Funding Source (EU, National, local), Local/LEADER Other resources needed

Indication of success: To be completed

Hackaton: No

1.5 Develop a common program on existing scenes and meeting spots

When: 2023-24

Innovation area: Contemporary meaning of heritage

Identified challenge: Lack of cooperation, to short tourism season

Cultural heritage asset(s): Attractive heritage

Target groups: Local community, visitors

Responsible stakeholder: The Mansion restaurant, International weaving centre

Collaborator: The museum, Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

1.6 Strengthened marketing

When: 2022-

Innovation area: Contemporary meaning of heritage

Identified challenge: To short tourism season, Lack of cooperation

Cultural heritage asset(s):

Target groups: Visitors, local companies

Responsible stakeholder: Mark Municipality

Collaborator: Other stakeholders in Rydal

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No



Action/common goal 2: More people choose to stay longer and settle down

Neither Forsvik or Rydal suffers from depopulation but have a stagnation when it comes to population and the the inhabitants are getting older so the demography is a slowly growing threat. There are people who want to settle down in F & R but there are very few houses for sale. This is an obstacle to the development of the villages. There is also a lack of accommodation for visitors and it is difficult to rent a home for a longer period. Since temporary visitors are potential future residents, we need to make it possible for people to stay overnight-rent-buy a home. Primarily through better use of existing houses but in the long run also by building new homes. This plan is supported by the region's strategy for a good life throughout Västra Götaland.

Subactions Forsvik

2.1 Attract new inhabitants by interpretation campaign

When: 2023-24

Innovation area: Rural co-living

Identified challenge. Stagnation and demographic challenges

Cultural heritage asset(s): Attractive surroundings

Target groups: Local community, new inhabitants

Responsible stakeholder: Karlsborgs Municipality, Forsviks Intresseförening

Collaborator: Sub-region Skaraborg

Raw budget estimation: To be completed

Funding Source (EU, National, local) Local

Other resources needed

Indication of success: To be completed

Hackaton? No

2.2 Planning and building new homes that are permitted in the existing spatial plan.

When: 2026-

Innovation area: Rural co-living

Identified challenge: Stagnation and demographic challenges

Cultural heritage asset(s): Attractive surroundings

Target groups: Local community, new inhabitants

Responsible stakeholder: Karlsborgsbostäder AB

Collaborator: Karlsborgs Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local)

Other resources needed: To be completed
Indication of success: To be completed
Hackaton: No

2.3 Develop new options for accommodation

When: 2024
Innovation area: Rural co-living
Identified challenge: Short tourism season, stagnation and demographic challenges
Cultural heritage asset(s): Attractive surroundings
Target groups: New visitors, local companies
Responsible stakeholder: Visit Karlsborg
Collaborator: Local stakeholders, Investors
Raw budget estimation: To be completed
Funding Source (EU, National, local)
Other resources needed: To be completed
Indication of success: To be completed
Hackaton: No

2.4 Inventory empty/abandoned houses in the area

When: 2023-2024
Innovation area: Rural co-living
Identified challenge: Stagnation and demographic challenges and short tourism season
Cultural heritage asset(s): Potential empty houses
Target groups: Potential new inhabitants, estate owners
Responsible stakeholder: Karlsborgs municipality
Collaborator: Forsviks Intresseförening, byalag, Estate Owners, Ödehus-gruppen FB
Raw budget estimation: To be completed
Funding Source (EU, National, local): Local
Other resources needed: To be completed
Indication of success: To be completed
Hackaton: No

2.5 Develop a concept for floating homes/accommodations in the lake.

When: 2023-24
Innovation area: Rural co-living
Identified challenge: Stagnation and demographic challenges and short tourism season
Cultural heritage asset(s): Attractive surroundings and a lot of water
Target groups: Potential new inhabitants and visitors, local companies
Responsible stakeholder: Local entrepreneur,
Collaborator: Karlsborgs Municipality
Raw budget estimation: To be completed
Funding Source (EU, National, local)
Other resources needed: To be completed
Indication of success: To be completed
Hackaton: No



Subactions Rydal

2.1 Inventory and coordinate existing accommodation facilities.

When: 2022-23

Innovation area: Rural co-living

Identified challenge: Lack of housing for permanent and temporary visitors

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: Visitors

Responsible stakeholder: NGO-cooperation in Rydal

Collaborator: Mark estate Co, Estate owners

Raw budget estimation: To be completed

Funding Source (EU, National, local), local

Other resources needed:

Indication of success: To be completed

Hackaton: No

2.2 Inventory premises and land for new accommodation.

When: 2023-

Innovation area: Rural co-living

Identified challenge: Lack of housing for permanent and temporary visitors

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: Visitors, estate owners

Responsible stakeholder: Private company

Collaborator: Local NGO:s, Mark Municipality Raw budget estimation: To be completed

Funding Source (EU, National, local) Local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

2.3 Planning and building new homes that are permitted in the existing spatial plan.

When: 2026-

Innovation area: Rural co-living

Identified challenge: Lack of housing for permanent and temporary visitors

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: New inhabitants

Responsible stakeholder: Mark Housing AB/private company

Collaborator: Mark Municipality, Rydal community organisation

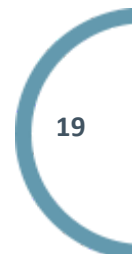
Raw budget estimation: To be completed

Funding Source (EU, National, local), private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No



2.4 Establish an unmanned grocery store

When: 2024

Innovation area: Rural co-living

Identified challenge: To few companies, Short tourism season

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: Local community, visitors

Responsible stakeholder: Rydal village community

Collaborator: Marek Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local), private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

2.5 Create an interpretation campaign – Beautiful Rydal

When: 2023

Innovation area: Contemporary meaning of heritage, Rural co-living

Identified challenge: Stagnation and demographic challenges

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: New inhabitants

Responsible stakeholder: Rydal Village community organisation

Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local) Local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

2.6 New spatial plan for housing and adaptive reuse

When: 2027-

Innovation area: Rural co-living

Identified challenge: Stagnation and demographic challenges

Cultural heritage asset(s): Attractive heritage site close to Gothenburg region

Target groups: New inhabitants, estate owners,

Responsible stakeholder: Mark Municipality Collaborator

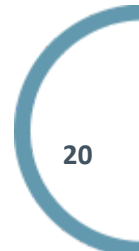
Raw budget estimation: To be completed

Funding Source (EU, National, local), private/local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No



Action/common goal 3: Easy to visit and live here without your own car

Since there are limited opportunities to travel by public transport to Forsvik and Rydal, you currently have to have your own car to visit and live at the sites. This is not a sustainable solution and will in the long run be an obstacle to moving here or visiting the places. Influencing public communications is a long-term task and sometimes we need to find other more short-term solutions. Particular priority is given to finding a solution for how to get to and from events without a car.

Subactions Forsvik

3.1 Establish a taxiboat Forsvik – Karlsborg

When: 2026-

Innovation area: Rural co-living

Identified challenge: Poor public transportation

Cultural heritage asset(s): The Göta Canal and the lakes

Target groups: Visitors and local community

Responsible stakeholder: Local entrepreneur, Karlsborgs Municipality

Collaborator: Göta Canal AB

Raw budget estimation: To be completed

Funding Source (EU, National, local)c, local/Private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.2 Develop a theater bus to events in Forsvik.

When: 2023-2024

Innovation area: Rural co-living

Identified challenge: Poor public transportation

Cultural heritage asset(s): Attractive events such as theatre, music

Target groups: Visitors and local community

Responsible stakeholder: SMOFA

Collaborator: Other event -organisers in Forsvik

Raw budget estimation: To be completed

Funding Source (EU, National, local) private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

Subactions Rydal

3.1 Create a carpool in Rydal

When: 2023

Innovation area: Rural co-living

Identified challenge: Poor public transportation Cultural heritage asset(s)

Target groups: Local community

Responsible stakeholder: Inhabitants in Rydal

Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local): private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.2 Establish a taxi company in Mark

When: 2023

Innovation area: Rural co-living

Identified challenge: Poor public transportation

Cultural heritage asset(s): Increased number of events in

Rydal Target groups: Visitors and local community

Responsible stakeholder: Local companies

Raw budget estimation: private

Funding Source (EU, National, local), private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.3 Establish rental bikes in Rydal/Mark.

When: 2024

Innovation area: Rural co-living

Identified challenge: Poor public transportation Cultural heritage asset(s): Close to Kinna

Target groups: Visitors and local community

Responsible stakeholder: Private company

Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local) Local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.4 Build a bike path Rydal-Kinna

When: 2027-

Innovation area: Rural co-living

Identified challenge: Poor public transportation

Cultural heritage asset(s): Beautiful site close to Kinna

Target groups: Inhabitants, visitors

Responsible stakeholder: Rydal Village Community

org Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local), local, regional

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.5 Increase the number of bus trips/public transport to Rydal.

When: 2026-

Innovation area: Rural co-living

Identified challenge: Poor public transportation Cultural heritage asset(s)

Target groups: visitors

Responsible stakeholder: Mark Municipality

Collaborator: Local companies, Rydal Village Community org

Raw budget estimation: To be completed

Funding Source (EU, National, local): local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

3.6 Further develop event buses to Rydal

When: 2022-2023

Innovation area: Rural co-living

Identified challenge: Poor public transportation Cultural heritage asset(s):

Attractive site

Target groups: visitors

Responsible stakeholder: The Mansion restaurant, International Weaving centre, Museum Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local), private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

Action/common goal 4: More sustainable and creative companies

In both Rydal and Forsvik, there are too few companies to have a strong cluster. Both places want to attract craftsmen and creative companies.

Covid 19 has also created completely different behaviours and opportunities and more and more people have opportunities to work from home all or part of their working hours, which makes it possible to live in a smaller village in the countryside.

The premises in the cultural-historical industrial buildings are attractive for companies to rent in, but there is no strategy for which premises can be rented out and what type of company is suitable in the various premises. Therefore, we will develop a plan for adaptive reuse of the historic buildings in Forsvik and Rydal.

Subactions Forsvik

4.1 Create a work-from-home office at the mill.

When:

Innovation area: Rural co-living, Industrial heritage experience

Identified challenge: To few companies, Stagnation and demographic challenges

Cultural heritage asset(s): Empty premises

Target groups: local community

Responsible stakeholder: Karlsborgs Municipality, other estate owners

Collaborator: Forsviks Intresseförening, Culture Development Administration, Sub region Skaraborg

Raw budget estimation: To be completed

Funding Source (EU, National, local), local/national /LEADER

Other resources needed: To be completed

Indication of success. To be completed

Hackaton: No

4.2 Start up a craft cooperative in the mill

When: 2023

Innovation area: Rural co-living, Industrial heritage experience; contemporary meaning of H

Identified challenge; To few companies

Cultural heritage asset(s): Empty premises

Target groups: Local companies and potential new companies

Responsible stakeholder: Forsviks Kulturhantverksförening and local



business

Collaborator: Karlsborgs Municipality, VGR

Raw budget estimation: To be completed

Funding Source (EU, National, local), local, regional

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: Yes

4.3 Develop a business park in the old sawmill area

When: 2028 -

Innovation area: Rural co-living, Industrial heritage experience

Identified challenge: To few companies

Cultural heritage asset(s): Empty space in historic industrial area

Target groups: Local companies and potential new companies

Responsible stakeholder: Estate owner, Karlsborgs Municipality

Collaborator: Business Region Skaraborg

Raw budget estimation: To be completed

Funding Source (EU, National, local): To be completed

Other resources needed: To be completed

Indication of success: To be completed:

Hackaton: No

4.4 More creative companies in the mill

When: 2023

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H

Identified challenge: To few companies

Cultural heritage asset(s): Attractive, empty premises

Target groups: New potential companies

Responsible stakeholder: Karlsborgs Municipality,

Collaborator: Culture Development Administration, local companies, Business region

Skaraborg Raw budget estimation: To be completed

Funding Source (EU, National, local):

Local/regional Other resources needed: To be completed

Indication of success: To be completed:

Hackaton: No

4.5 Inventory premises in Forsvik and match with new companies

When: 2022-23

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H
Identified challenge: To few companies
Cultural heritage asset(s): Attractive, empty premises
Target groups: New companies
Responsible stakeholder: Culture development Administration
Collaborator: Karlsborgs Municipality
Raw budget estimation: To be completed
Funding Source (EU, National, local): Part of BeCULTOUR
Other resources needed: To be completed
Indication of success: To be completed:
Hackaton: No

Subactions Rydal

4.1 Clean contaminated land to create a new venue for events

When: 2025

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H

Identified challenge: To short tourism season, Stagnation and demographic challenges

Cultural heritage asset(s): Attractive site with a lot of stakeholders

Target groups: Local community and companies

Responsible stakeholder: Mark Estate AB

Collaborator: County Administrative Board VG

Raw budget estimation: To be completed

Funding Source (EU, National, local) National

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

4.2 Build new houses with integrated offices

When: 2027-

Innovation area: Rural co-living, Contemporary meaning of H

Identified challenge: Lack of housing for permanent and temporary visitors, to few companies

Cultural heritage asset(s): Attractive site

Target groups: Potential new inhabitants

Responsible stakeholder: Mark Hosing AB

Collaborator: Mark Municipality

Raw budget estimation To be completed:

Funding Source (EU, National, local): Private

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

4.3 Further develop existing meeting

places

When: 2022-

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H

Identified challenge: To short tourism season, stagnation and demographic challenges

Cultural heritage asset(s): Attractive site close to Gothenburg and Borås

Target groups: Local community, visitors Responsible

stakeholder: Local NGO's in cooperation

Collaborator: Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local):

Local/LEADER Other resources needed To be

completed Indication of success: To be completed

Hackaton: Yes

4.4 Develop new scenes for public

events

When: 2025-

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H

Identified challenge: Short tourism season, to few companies, stag and demographic challenges

Cultural heritage asset(s): Attractive site with attractive premises

Target groups: Visitors, local community

Responsible stakeholder: Local BeCULTOUR working group

Collaborator: Mark Estate Co

Raw budget estimation: To be completed

Funding Source (EU, National, local):

local/LEADER

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: Yes

4.5 Establish a Culture Factory in

Rydal

When: 2027:

Innovation area: Industrial heritage experience, Contemporary meaning of H

Identified challenge: To few companies, short tourism season, demographic challenges

Cultural heritage asset(s): Attractive premises and innovative companies

Target groups: Local community, local companies, visitors

Responsible stakeholder: Local Becultour actiongroup

Collaborator: Mark Estate Co

Raw budget estimation: To be completed

Funding Source (EU, National, local): EU

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: Yes

4.6 Inventory premises in Rydal and match with new companies

When: 2022-23

Innovation area: Industrial heritage experience, Contemporary meaning of H; Rural co-living

Identified challenge: to few companies, Lack of cooperation

Cultural heritage asset(s): Attractive premises

Target groups: Local community, new companies, estate owners

Responsible stakeholder: Local BeCULTOUR workinggroup

Collaborator: Mark estate Co, Mark Municipality

Raw budget estimation: To be completed

Funding Source (EU, National, local): Part of BeCULTOUR Projekt

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

Action/common goal 5: Establish a long-term development organisation

One of the identified challenges in Forsvik and Rydal is the lack of cooperation and a common organisation to drive development. We see a need to establish such an organisation where companies, associations and the municipality are involved and who are responsible for carrying out the activities in the site's local action plan. This type of local development organisation is encouraged by Region Västra Götaland and they can support the formation of it.

Subactions Forsvik

5.1 Start a common forum for development in Forsvik

When: 2022-23

Innovation area: Rural co-living

Identified challenge: Lack of collaboration

Cultural heritage asset(s):

Target groups: Local stakeholders

Responsible stakeholder: Local action group in BeCULTOUR

Collaborator: Karlsborgs Municipality, Culture Development Administration

Raw budget estimation To be completed:

Funding Source (EU, National, local): local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No



5.2 Clarifies roles and responsibilities for the development of the mill area

When: 2022

Innovation area: Rural co-living, Industrial heritage experiences
Identified challenge: Lack of cooperation

Cultural heritage asset(s)

Target groups: Local stakeholders

Responsible stakeholder: Karlsborgs Municipality, Culture Development

Administration Collaborator: Tenants in the mill area

Raw budget estimation: To be completed

Funding Source (EU, National, local): Local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

5.3 Create a development plan as a complement to the conservation plan

When: Autumn 2022 (local action plan in BeCULTOUR)

Innovation area: Industrial heritage experiences, Contemporary meaning of H, Rural co-living

Identified challenge: Lack of collaboration

Cultural heritage asset(s)

Target groups: Local stakeholders

Responsible stakeholder: Culture development Administration, Karlsborgs

Municipality Collaborator: local community

Raw budget estimation: To be completed

Funding Source (EU, National, local): Part of BeCULTOUR project

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

5.4 Create a estate owner network in Forsvik

When: 2023

Innovation area: Industrial heritage experiences
Identified challenge: Lack of cooperation
Cultural heritage asset(s)

Target groups: Local stakeholders

Responsible stakeholder: Karlsborgs

Municipality Collaborator: Local estate owners

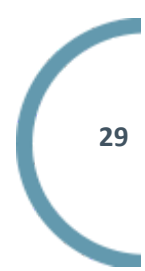
Raw budget estimation: To be completed

Funding Source (EU, National, local) local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No



Subactions Rydal

5.1 Create a long term cooperation platform/local pact in Rydal

When: 2023

Innovation area: Rural co-living, Industrial heritage experience, Contemporary meaning of H

Identified challenge: Lack of cooperation

Cultural heritage asset(s):

Target groups: Local stakeholders

Responsible stakeholder: Local action group in BeCULTOUR

Collaborator: Mark Municipality, local companies, NGO:s

Raw budget estimation: To be completed

Funding Source (EU, National, local) local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

5.2 Coordinate municipal activities that affect Rydal

When: 2022-23

Innovation area: Rural co-living, Industrial heritage experience, Identified challenge: Lack of cooperation

Cultural heritage asset(s):

Target groups: Local stakeholders

Responsible stakeholder: Mark Municipality

Collaborator:

Raw budget estimation: To be completed

Funding Source (EU, National, local) local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

5.3 Anchor the LAP in the community and decision-makers

When: 2022-23

Innovation area: Rural co-living

Identified challenge: Lack of cooperation Cultural heritage asset(s)

Target groups: Local stakeholders

Responsible stakeholder: Local action group in BeCULTOUR

Collaborator:

Raw budget estimation: To be completed

Funding Source (EU, National, local), local

Other resources needed: To be completed

Indication of success: To be completed

Hackaton: No

Local Pact

Creating a long-term collaboration between several different stakeholders to implement the action plan takes longer than the month we had since the last workshop. Creating a common development platform is one of the priority goals in both sites' action plans and the work will continue during the autumn of 2022.

