

Attracting talents



CASE HÖGA KUSTEN (HIGH COAST), SWEDEN

Marion's competent colleagues



HEAD OF OFFICE
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CONCEPT/PROJECT MANAGER
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Marion Eckardt,
Halland LAG manager

"Together for viability, commitment and sustainable growth"



Main goals of the LAG strategy:

- 1. To broaden the market for labor with creativity and new ideas
- 2. To create attractive residential and touristic environments through local development

Priorities:

- 1. Sustainable development of the economy
- 2. To create attractive residential and touristic environments through local development

Project example "Landsbyggare"



THE STORY

LANDSBYGGARE



Baseline measurement

NOVEMBER 2016

FEBRUARY 2017

JUNE 2017-DEC 2018

JANUARY 2019



LAG MISSION

Challenge existing negative perceptions on the countryside

TARGET GROUP

1. Creative, skillful & cooperating entrepreneurs and non-gov associations that want to develop the countryside of the High Coast of Sweden (25-30).
2. Who lives or wants to move to High Coast of Sweden.
3. Stakeholders



THESIS

- Changing the view on entrepreneurship & countryside in rural areas

- Creates an attractive place that draws in capital and skilled & driven people

- To attract people to the countryside



IDEA & STRATEGY

LANDSBYGGARE
Driven and skilled entrepreneurs and non-profit associations that "builds" the country.

Land = countryside
Byggare = Builder

STRATEGY

1. Skill Development and community days
2. Social media campaign
3. Public forming



CONCEPT/RESOLUTION

Social Media Campaign portraying nine entrepreneurs in the High Coast of Sweden

Different sectors in all four municipalities of The High Coast (Kramfors, Örnsköldsvik, Härnösand and Sollefteå)



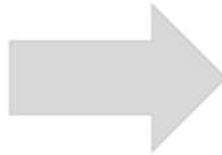
RESULTS & MEASUREMENTS

Final results.

Follow up on the baseline measurement.

Changing perceptions

CHALLENGING EXISTING PERCEPTIONS



CHANGING PERCEPTIONS TO ATTRACT PEOPLE

Change the view on entrepreneurship in rural areas = create an attractive place that draws in capital as well as skilled and driven people.



Successful local entrepreneurs



LUS
LOKAL UTVECKLING
SVERIGE



STRATEGY PROJECT "VI LANDSBYGGARE"

Changing perceptions of the countryside and entrepreneurial climate to create an attractive place that attracts capital as well as people with skills and energy



1. SKILL DEVELOPMENT

Stimulate skill development and networking to inspire driven entrepreneurs and associations. Seminars that create opportunities for long-term partnerships, community building and innovation.



2. INSPIRATION

Inspire and broaden the target group of people that potentially want to move to the High Coast of Sweden.



3. OPINION MAKING

Create a positive perception of rural areas of the High Coast of Sweden: opinion articles, speeches/workshops on entrepreneur fairs and conferences..

TARGET GROUP LANDSBYGGARE-CAMPAIGN



**CREATIVE, SKILLFULL & COOPERATING
ENTREPRENEURS AND ASSOCIATIONS THAT
WANT TO DEVELOP THE COUNTRYSIDE**



**PEOPLE WHO WANT TO MOVE TO THE HIGH
COAST OF SWEDEN.**

Those who may wish to move to the Leader area and run companies or projects there.
Focus on people in age range 25-50.



STAKEHOLDERS

Regional and national rural development organizations, e.g. the region's municipal, county and parliamentary politicians. Business associations, incubators, start-up business centers, etc.

Activities



- Building a strong network of "Landsbyggare" locally
 - Entrepreneurs
 - Changemakers
 - Meetings for skill development and networking
 - Community building, pride and belonging to be a "landsbyggare"
- Campaigning
 - Social media, film and national fairs

RESULT LANDSBYGGARE-SOCIAL MEDIA CAMPAIGN

350 000

Views since 1th of march

facebook



Contacted by people who want to start a business in rural areas of the High Coast



Influencers sharing movies and hastagging #landsbyggare

5 204 10 000

New users
landsbyggare.se

Page views
landsbyggare.se



Wide spread media attention, campaign distribution even via entrepreneurs and Landsbyggare



Landsbyggare a national concept

83 800 34 500

Exposures
Instagram

Interactions
Instagram



Other results visible already



- Strong network established
- Results in attitude change will be visible by end of 2019, through comparing statistics, but:
 - Statistic online show that the people online are mostly from Höga Kustens own area, then a lot of spectators also are from Stockholm and Umeå
 - Strong sense of indentity and pride in the network and outside
 - People have contacted LAG Höga Kusten already, both from their own area and outside, because they have been so visible