



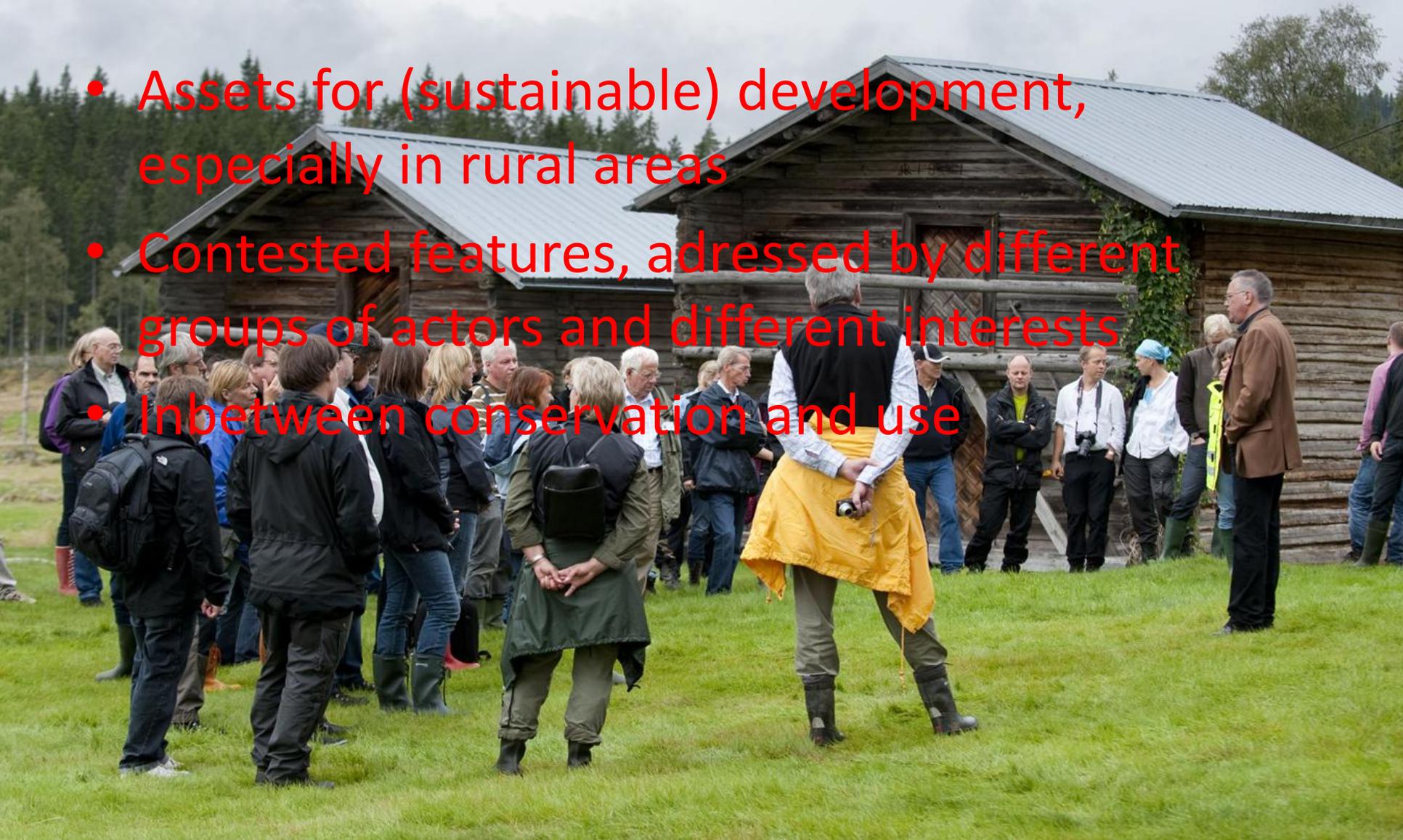
Eva Svensson, Karlstad University, Sweden
Eva.Svensson@kau.se

Heritage and development outside the metropolis

Discussing issues of attractivity,
growth, participation and sustainable
development

Heritage and nature

- Assets for (sustainable) development, especially in rural areas
- Contested features, addressed by different groups of actors and different interests
- Inbetween conservation and use



Attractivity, Growth & Participation

- Attractivity as competition for (the right) in-movers
- (Economic) Growth as a “necessity” for “development”
- Citizen participation – for management



A Case - Saxholmen

- An island of nature and heritage
- A diminishing municipality in search of new (postindustrial) opportunities for development
- A legend shared by citizens since childhood



The Legendary Castle

- An, from written documents, unknown medieval castle on a rocky island in lake Vänern (the largest lake in Sweden)
- Legend of the castle as being burnt down, while the lady of the castle fled with her lover. The legend was recorded in a 17th century book, which has been part of school curriculum in the municipality ever since.

Municipal Ambitions

- Municipal 350 years anniversary. Celebration by excavation of the legendary castle
- Antiquarian (scientific) guidance and working local volunteers (citizens)
- Municipal ambitions:
 - to create attractivity by offering an interesting history, and a meeting place for citizens
 - to promote businesses by creating a sight worth seeing



Nature....

- The island was (is) a nature reserve
- Conservationists considered the remains of the castle (heritage) a disturbance – and the excavations even worse
- Conservationists were overruled by the municipal ambitions
- However, conservationists started to take part in the excavations, and the threatened (preserved) species started to grow more during the excavations

Citizen Participation

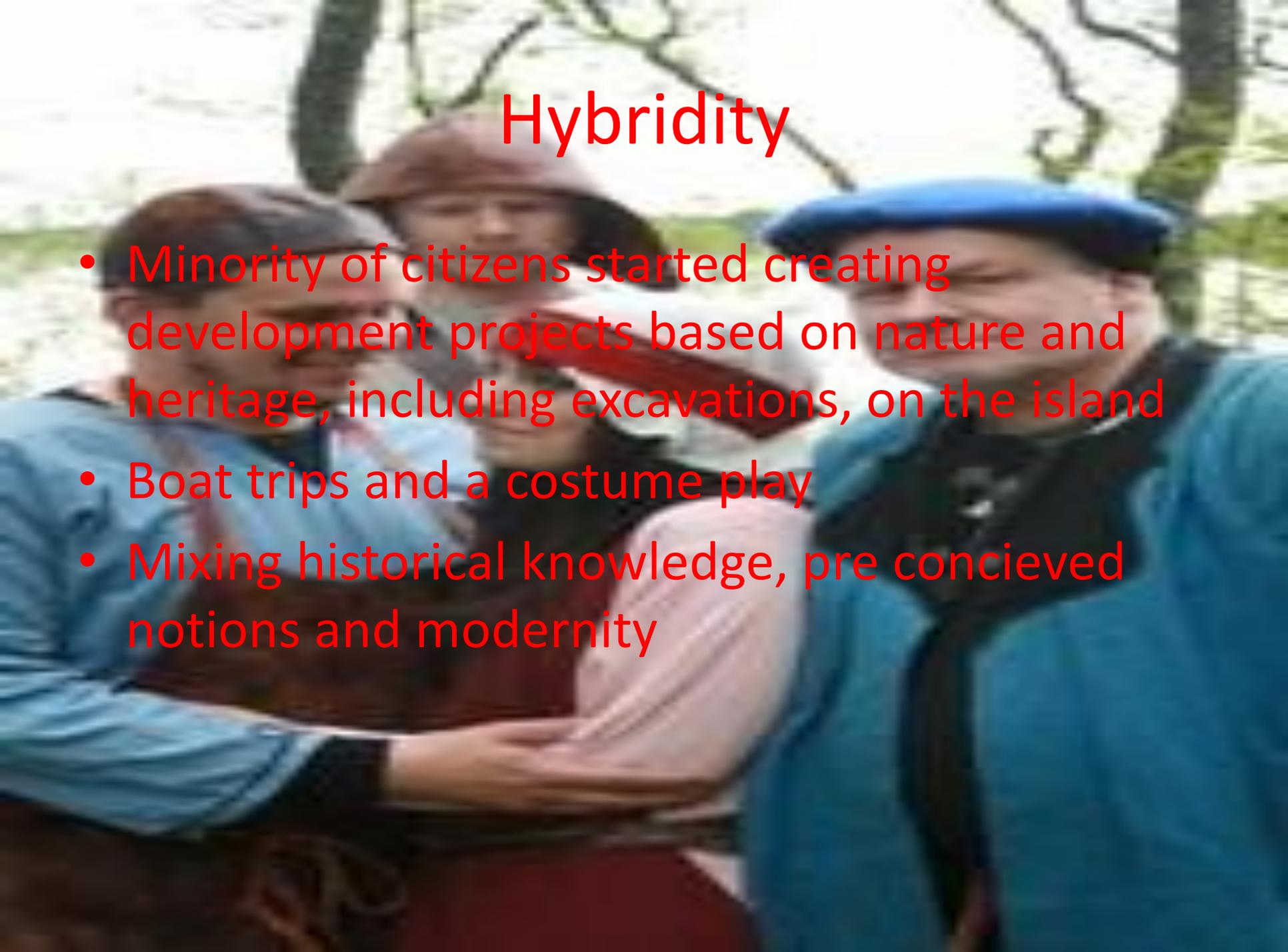
- A number of local volunteers took part in the excavations
- Volunteers comprised mainly well established persons with strong local reputation
- Municipal officers encouraged volunteers to take action for future use of the island for development
- Local organisation is created



After Excavation – Development?!

- Most volunteers lost interest after excavations ended
- Few citizens were interested in being responsible for developing heritage and nature enterprises or taking part in management
- To the volunteering citizens, the main interest was to take part in activities conducted by experts. Achieving authoritative knowledge was a major driving force for participation

Hybridity

A photograph of three people dressed in historical or theatrical costumes. The person on the left wears a brown hat and a blue long-sleeved shirt. The person in the middle wears a brown hat and a dark vest over a light-colored shirt. The person on the right wears a blue cap and a blue jacket. They are standing outdoors with trees in the background.

- Minority of citizens started creating development projects based on nature and heritage, including excavations, on the island
- Boat trips and a costume play
- Mixing historical knowledge, pre conceived notions and modernity

Lessons...1

- Citizens want to consume knowledge on heritage and history (and possible also nature)
- Projects involving expert knowledge seldom survive the exodus of experts
- Nature and heritage are considered "difficult" and the domains of experts
- Nature and heritage are not perceived as assets for building new businesses by most citizens, but as values "out there"

Lessons...2

- Attractivity can be created, but is selectively experienced
- Participation is not for everybody. Participants must bring in certain qualities or resources
- Heritage should be better integrated in the society to contribute to sustainable development. The importance of what heritage can bring in must be elucidated, and the yoke of authenticity must be dealt with
- Heritage is a meeting place

Solutions?

SPIRITGUIDE

- Living labs: “...open innovation environments in real-life settings, in which user-driven innovation is fully integrated within the co-creation process of new services, products and societal infrastructures...”
- Innovative systems for sustainable development. Heritage is nesting in other sectors of society contributing to meeting places, social capital, alternative consumption etc.

Clairvoyant
Readings
Astrology
Tarot
Palmistry

