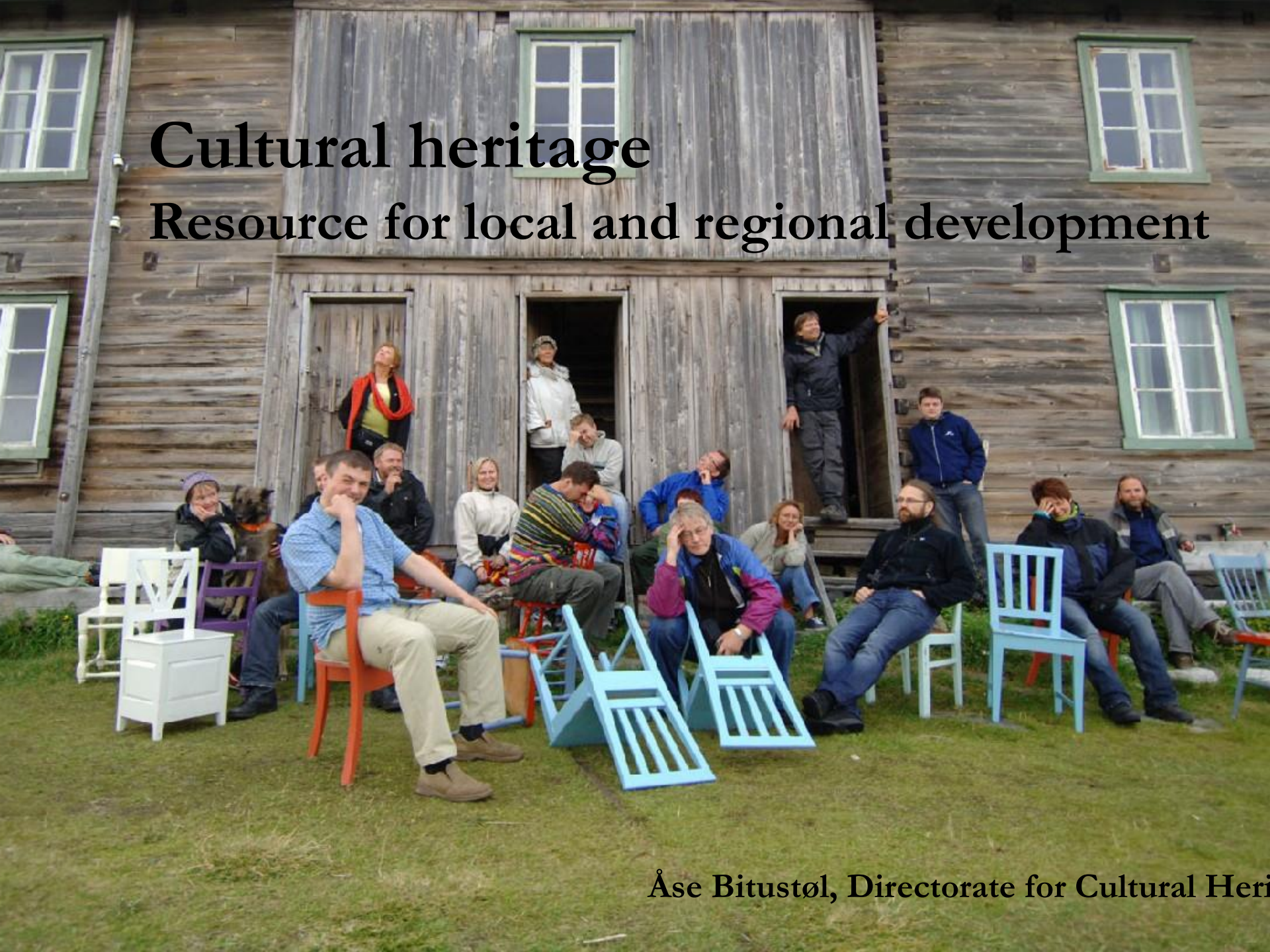


# Cultural heritage

Resource for local and regional development



Åse Bitustøl, Directorate for Cultural Heri

**CULTURAL HERITAGE  
MANAGEMENT IN NORWAY**

Ministry of  
Climate and  
Environment

Ministry of  
Culture

Ministry of Local  
gov. &  
Modernisation

Ministry of  
Trade,  
Industries &  
Fisheries

Directorate for  
cultural heritage



County  
Council

County  
Council

County  
Governor

County  
Governor

Cultural Heritage  
Regional development

Environment



384 municipalities



# Directorate for Cultural Heritage

- Listed buildings
- Stavechurches
- Ruins/ archeology
- Boats
- Cultural landscapes
- Industrial heritage
- World heritage
- Protected cultural environments etc.





# Instruments

- Heritage Act
- Planning and building act
- Grants for restoration of monuments etc
- Grants for development projects
- Professional guidance and advices
- Dialogue

# Cultural Heritage:

Cultural heritage is defined as all traces of human activity in our physical environment, including places associated with historical events, beliefs and traditions

World Heritage

Listed, national value

Heritage protected through regulations  
(Locally important heritage)

Heritage important on private level



# NORWEGIAN CULTURAL HERITAGE





Knowledge  
Attraction  
Use

bybroen

Byggen  
Assan Cooking

Ålesund



# Ruins





# Listed buildings





# Grave mounds and rock art





# Ships Tradition boats



# Technical and industrial heritage





# Cultural environments

- Birkelunden in Oslo





# Cultural landscapes

Nature and culture two sides of the same coin





Automatically listed: 226 483 «monuments»

Listed by decision: 6617 objects

Under work: 1125 cases (including cultural environments)



Need of new thinking



# Asset generating programme

Phase 1, 2006-2010. Projects 2012-2015





# Broad view on asset/value :

- Social-
- Environmental-
- Cultural-
- Economic value



How cultural heritage can be used as a resource in sustainable environmental, cultural, social and economic development by

- Using cultural heritage for the maximum benefit of the population, business and industry, the local communities and the regions,
- Taking better care of the cultural heritage
- Developing and spreading knowledge about the cultural heritage as a resource

# Aims of the programme:



# Results (1.st phase):

- 66 new private businesses, expansion 115
- 9 new public businesses, expansion 36
- 16 voluntarily new businesses,  
53 expansion voluntary businesses
  
- New workplaces: 68
- Expansion existing workplaces: 56



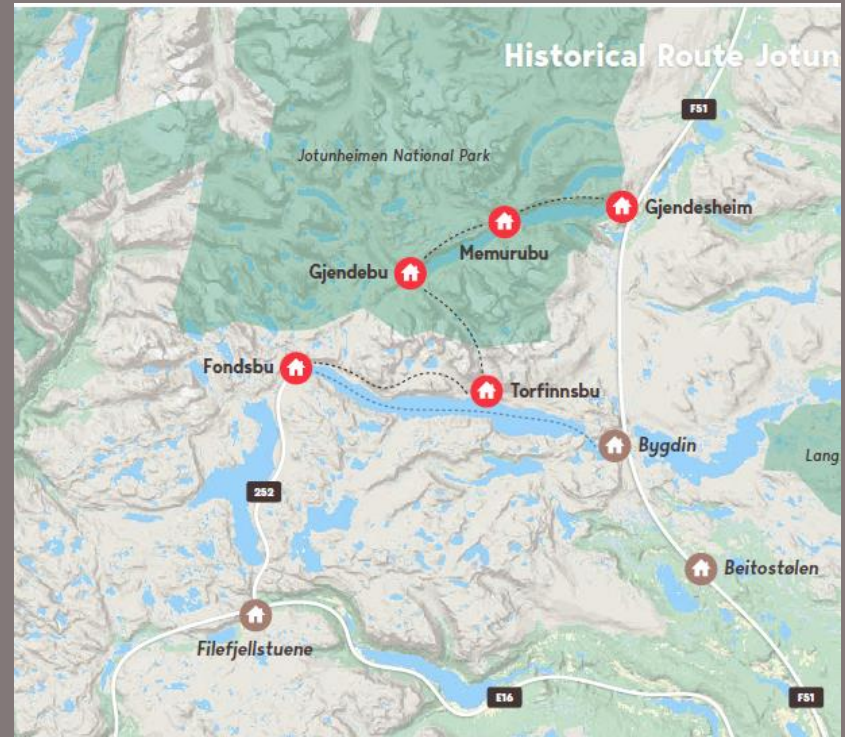
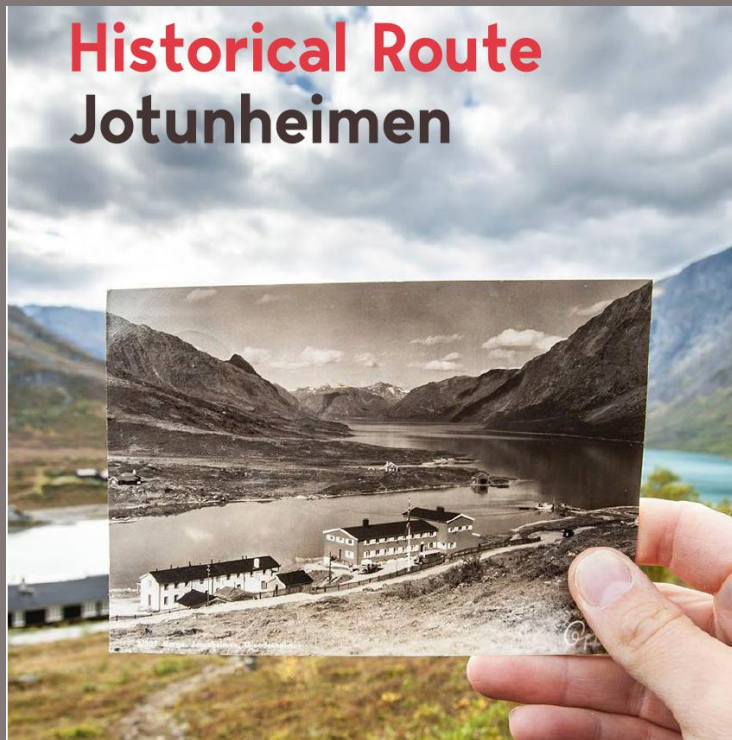
CULTURAL HERITAGE  
TRAILS



# Cultural heritage and outdoor activities (friluftsliv), fits like hand in glove



# Historical route - Jotunheimen





# Valdres - region

- 2 counties
- 6 municipalities





HYTTE I VALDRES

VISIT VALDRES ▼

VALDRES NATUR- OG KULTURPARK ▼

REGION ▼

NO ▼



Hva leter du etter?



REISEPLANLEGGER 0

## HVA SKJER

Arrangementskalender – dette skjer i Valdres

## OPPLEVELSER

Attraksjoner, aktiviteter, shopping

## SPISE OG DRIKKE

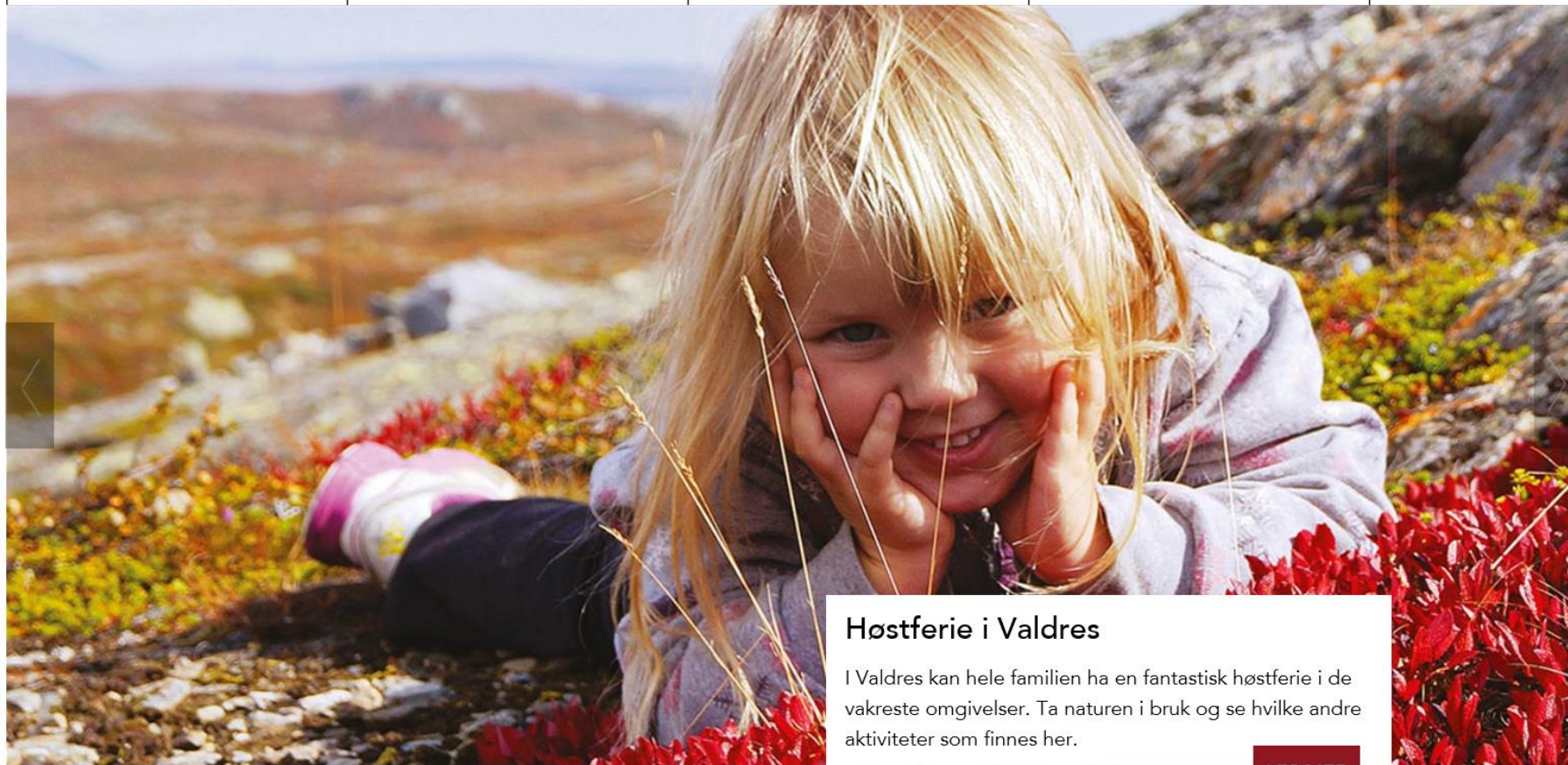
Spisesteder, utesteder, lokalmat

## REISE OG OPPHOLD

Overnatting, transport, turistinfo

## REISEMÅL

Hvor i Valdres



### Høstferie i Valdres

I Valdres kan hele familien ha en fantastisk høstferie i de vakreste omgivelser. Ta naturen i bruk og se hvilke andre aktiviteter som finnes her.





# Coastal pilgrims way





# Loft on a farm, now lodging





# Chapel on Fokstugu



# Values of voluntary contribution



We

- are getting older
  - are not exhausted
  - live in urban settings
  - have more spare time
  - need to have a purpose in life
  - need social life to be content
- 
- Society need the volunteers in all sectors
  - 150 000 man-years from volunteers or 7,4 billion Euros



**NEW WAY OF THINKING -  
MODELS ETC**



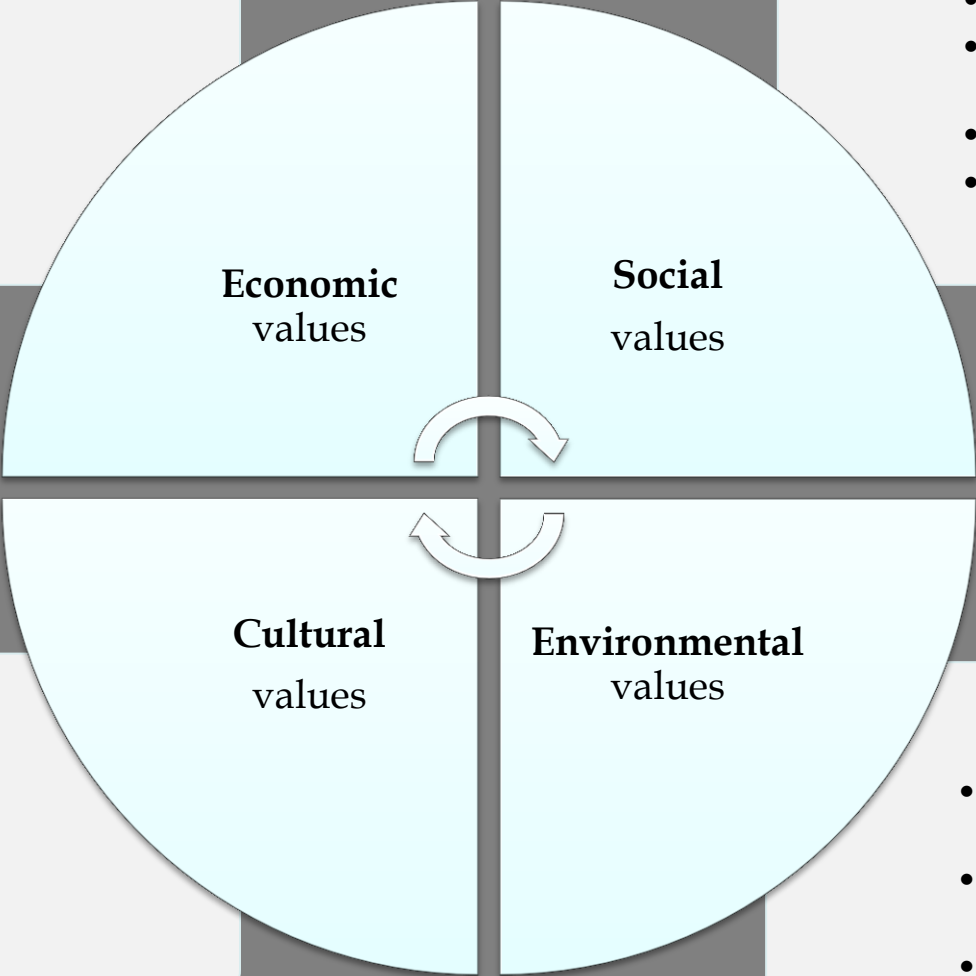
## Cultural heritage counts for Europe





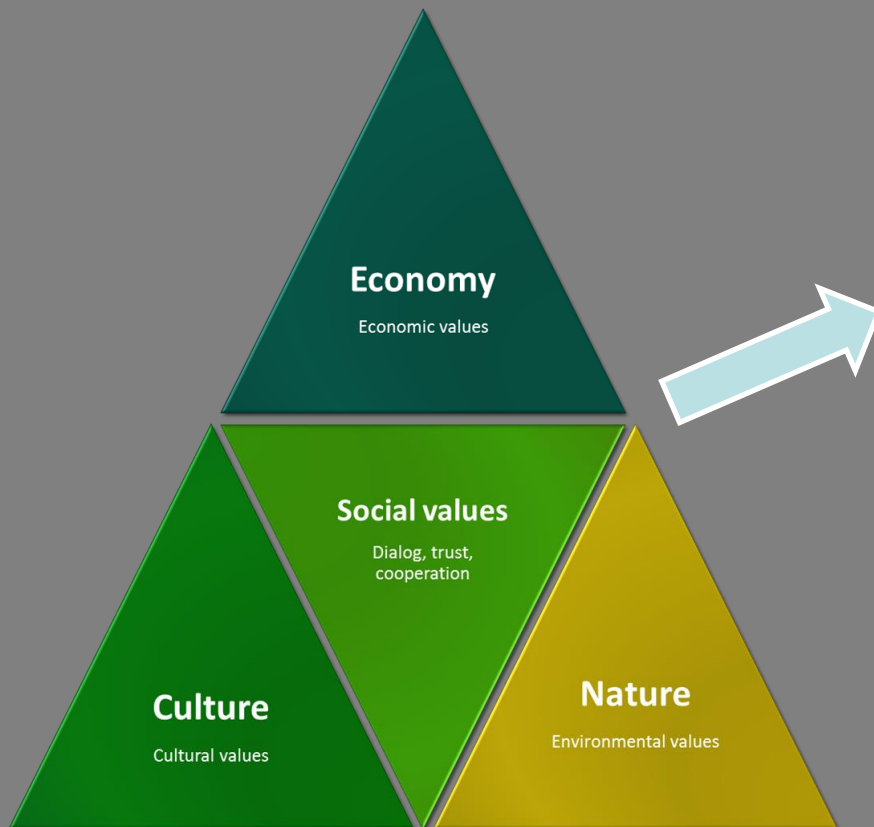
- **Business**
- **Revenue and turnover**
- **Employment**
- **Attractivity**

- **Trust**
- **Collaboration and networking**
- **Engagement**
- **Common goal**



- **Identity**
- **Knowledge**
- **Traditions and History**
- **Symbols**

- **Nature and biological diversity**
- **Cultural heritage monuments**
- **Landscape**
- **Reduced emissions**



*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





# Economic effects

- Business innovation
- Industry/trade establishment and expansion
- Economic impacts on other sectors
- Housing prices
- Effects in the communities
- Social benefit on national level
- Economic effects derived from cultural, social and environmental values



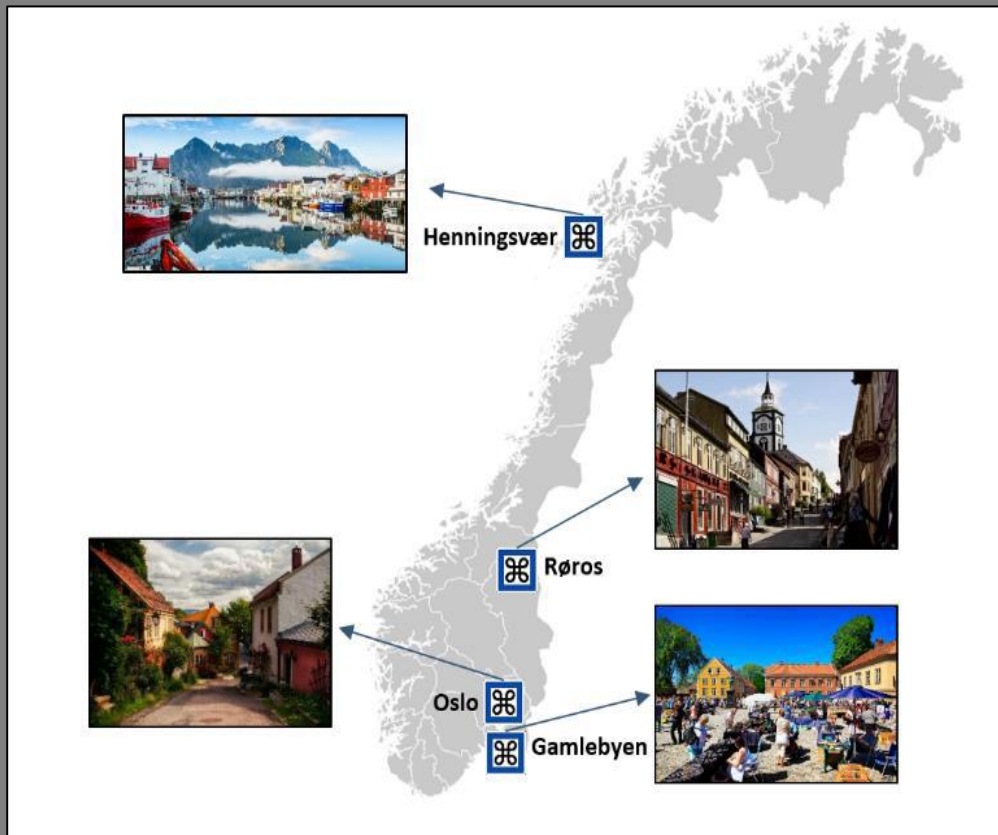
# Possible to measure:

- Use of heritage competence and use of correct building materials
- Market value on buildings and objects
- Businessplan
- Use, before and after
- Number of visitors
- Jobs
- Networks (marketing, co-operation)
- Turnover
- Account
- Financing
- Marketing and branding
- **Difficult to measure economic results!**



# 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
- People are willing to pay more to live in an area with high density of cultural heritage than in an area with low density



# SUCCESS CRITERIAS



# Success criterias:

- The projectleader!!!
- Positive regional and local administration
- Long term commitment
- Cooperation between owners, management, volunteers and developers



Dialog is essential





# Have a clear goal



...no result without the  
enthusiasts





Private owners might have another agenda





# Heritage expertise is essential



# Bottom up, networking and cooperation in a specific area - Mjøsa

Mjøsgårdene

Forside

Sommer på Mjøsgårdene

Finn din Mjøsgård

Vi tilbyr

Hva er Mjøsgårdene?

Kontakt



## Fjetre

Selskap, møter, arrangement og overnatting. Stabburpub hver helg om sommeren.



## Bryhni Søndre

Store og små selskap, møter, kurs og arrangementer. Husets utdannede vinkelner besørger både vinkurs og rett vin til maten.



## Skafferiet på Hovinsholm

Café med hjemmebakst og landlivsbutikk i vakre omgivelser.



## Husselmed



## Huskånd



## Edel Design



# What do we need and want?

We need:

Shelter

Work

Food

To integrate immigrants  
(maybe just in Norway)

We want:

A sociable life

A vibrant and diversified society

People living in every corner



And we can use the cultural heritage to achieve this in many ways



When you need exhibition space





When you have artists that  
need to display





# When you want to use an old factory



# Exhibition spaces







RIO



21 Arrangementer

Arrangementer

Kalender 4

Bursdager

Utforsk

Visit Carlsberg Julemarked

Arrangert av deg 4

+ Opprett arrangement



DES. 1. Visit Carlsberg Julemarked  
Offentlig · Arrangør: Visit Carlsberg

★ Interessert Skal ... Del ...

6 datoer · 1. des.–16. des. · UTC+01

DES. 1. lø. 10:00 DES. 2. sø. 10:00 DES. 8. lø. 10:00 +3

Visit Carlsberg Gamle Carlsberg Vej 11, 1799 Copenhagen Vis kart

Om Diskusjon

21 k interessert Del dette arrangementet med vennene dine Del

Relaterte arrangementer Se flere

Julemarked 7. desember, Bernstorff Slot 21 203 gjester Interessert · Skal

Jul på Kronborg 7. desember, Kronborg Slot, Hel... 58 394 gjester Interessert · Skal

Verdens største nyhed: Jul på... fredag, Bakken 54 788 gjester Interessert · Skal

Jul i Dragør lørdag, Jul i Dragør 10 477 gjester Interessert · Skal

Jul i Det Gamle Danmark 29. november, Frilandsmuseet... 21 505 gjester Interessert · Skal

Kødbyens hyggeligste julema... 1. desember, Slagtehusgade 44... 19 453 gjester Interessert · Skal

Norsk (bokmål) · Español (España) · Català · English (US) · Português (Brasil) +











# When you have an empty asylum





# When you have an empty space





When you have lots of birds





# When you have a dam





# When you have a farm



# When you want to tell a story





# When you need student lodgings



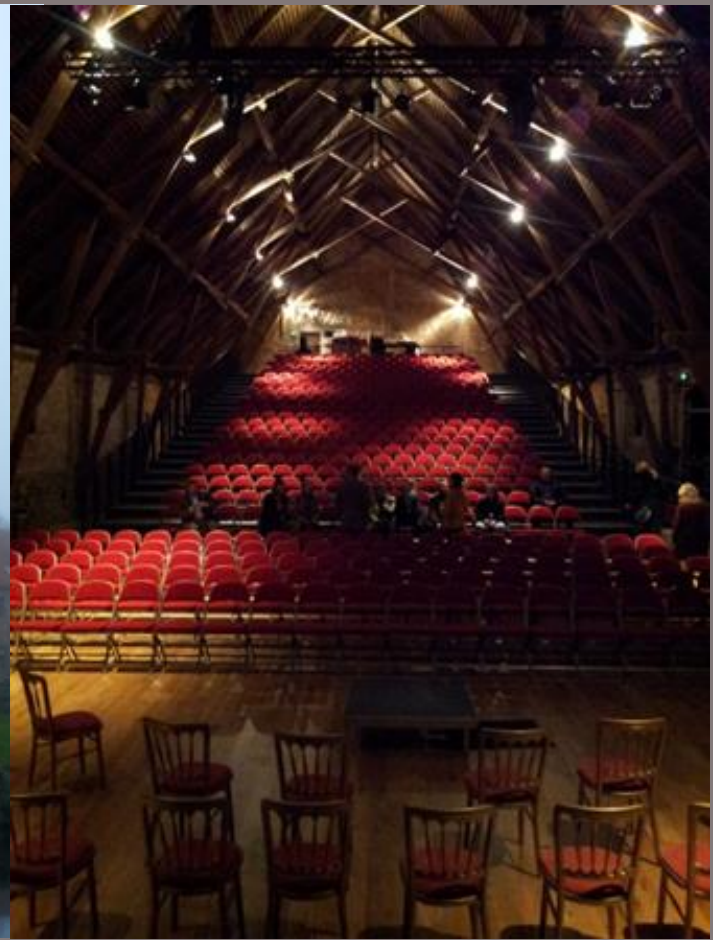


When you need a cafe





# When you need a stage



Good luck!

