

Hallandsmodellen A Trading Zone

Christer Gustafsson



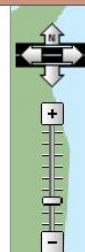
Bebyggelseinventeringen Halland

Sök Attribut | Skriv ut

Resultat

Innehåll

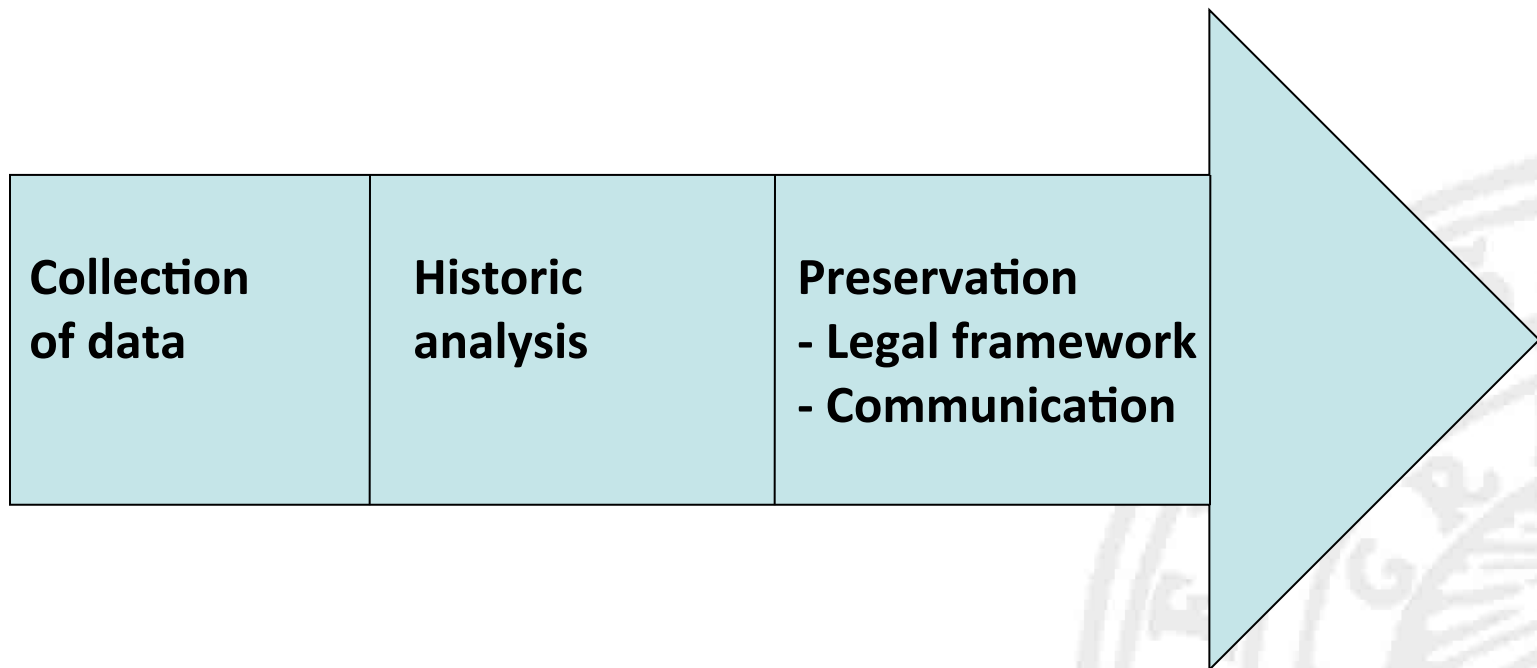
- ☒ Bebyggelseinventeringen i Halland
 - ☒ Inventerade byggnader
- ☒ Bakgrundskarta
 - ☐ Startkarta landytor
 - ☐ Startkarta vatten



0 5 10 20 30 40 Kilometer

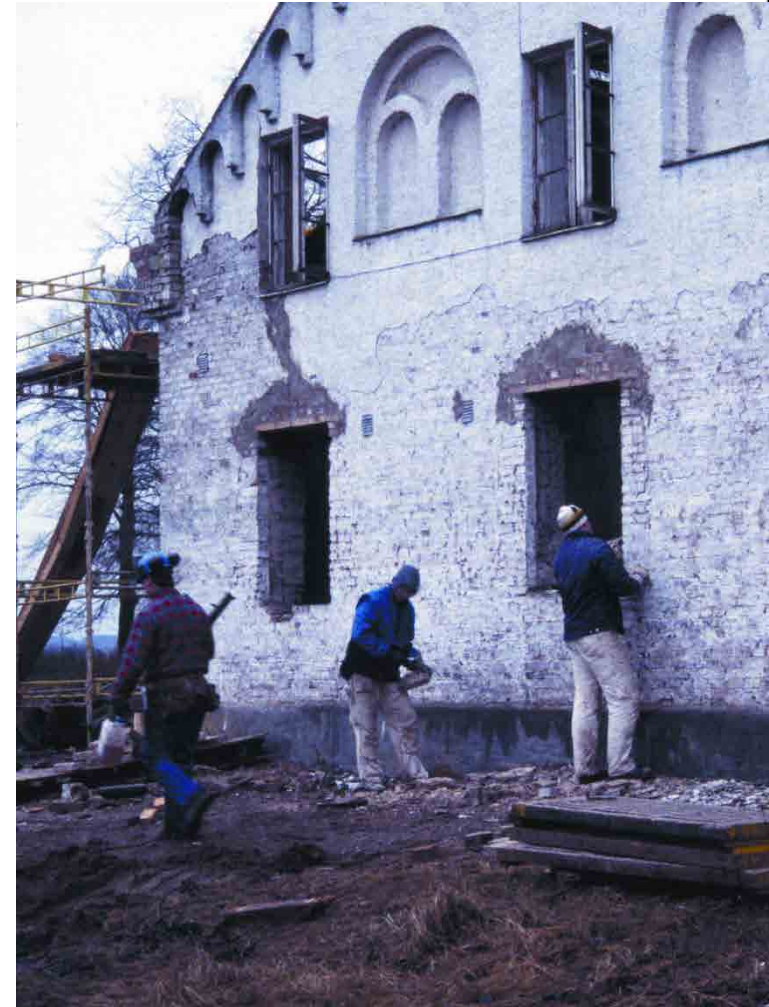
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Cultural Heritage Management



A Trading Zone for Sustainable Development

- Save the jobs
- Save the craftsmanship
- Save the buildings
- New use on improved premises



A Trading Zone for Sustainable Development

The Halland Model

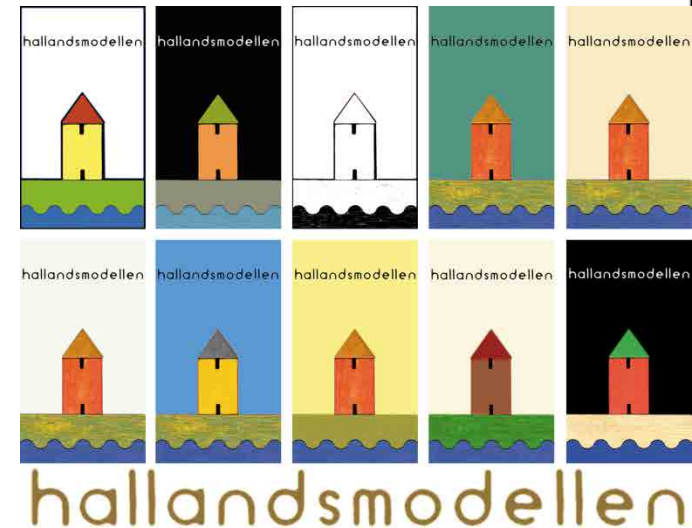
The Vocational Committee of
the Construction Industry

The Swedish Construction
Federation

County Labour Market Board

County Administrative Board

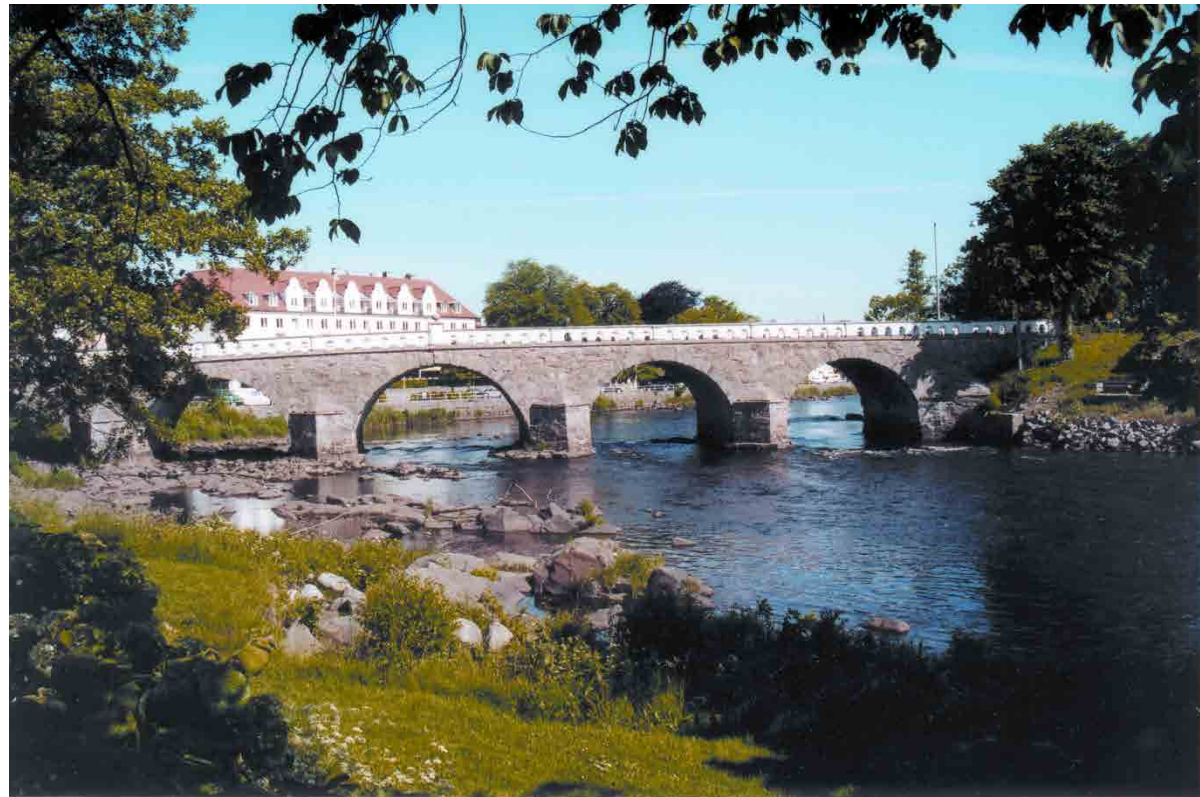
Regional Museums of Halland



Halland 1990's

Agribusiness
Tourism

Recession
Unemployment
Dead sea



1990's

Sweden

New Cultural Heritage Act
New Planning and Construction Act
New Environment Protection Act

Halland

30% unemployment
€ 6,000 public funds
10 trained craftsmen





Golf course
Financial resources
Craftsmanship



Challenges:

- Collaboration
- Co-funding
- Different objectives
- Surveys, planning the project
- Management, Cultural heritage sector – new role
- Counter-act economic fluctuations



Volvo

- International conference centre

The Halland Model € 2 million

Volvo paid two times higher, € 4 million

What did Volvo value so high?

Investor

Labour market sector

Cultural heritage sector

Construction industry

Property owner

Purchaser

Region Development Agency

Stake

Funding
Training programmes
Contacts
Knowledge

Funding
Knowledge

Enterprises
Network
Experience

Building
Funding

Purchase sum

Return

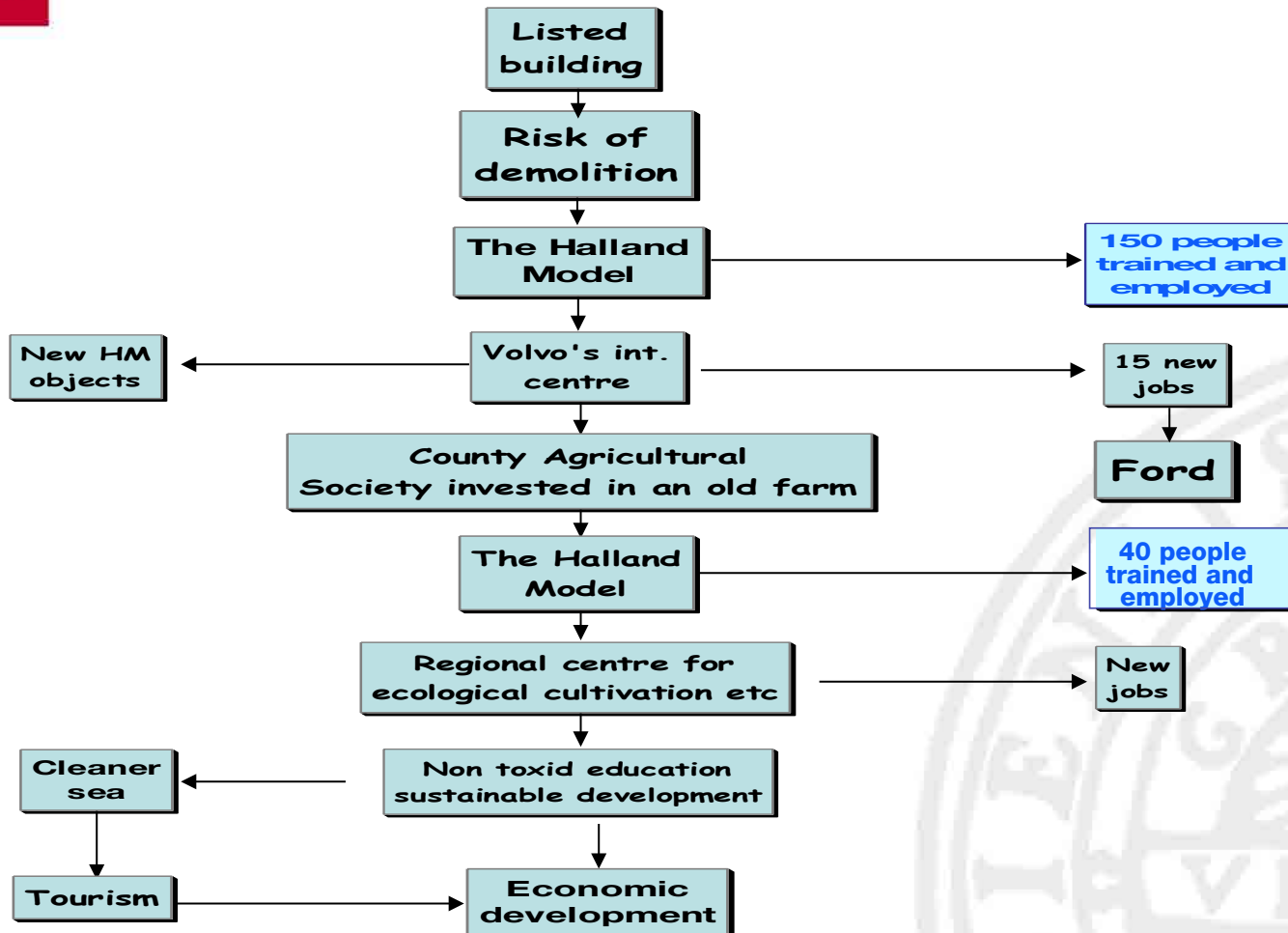
Employment
New jobs
Trained labour
Fundings in return

Saved building
Conserved building
Craftsmanship

Trained labour
Engaged companies

Saved building
Increased selling price
Investments in other
objects
Investments in conservation
and maintenance
International conference centre
Additional conserved buildings
Regional development
Increased commerce
Increased attractiveness

A Trading Zone for Sustainable Development

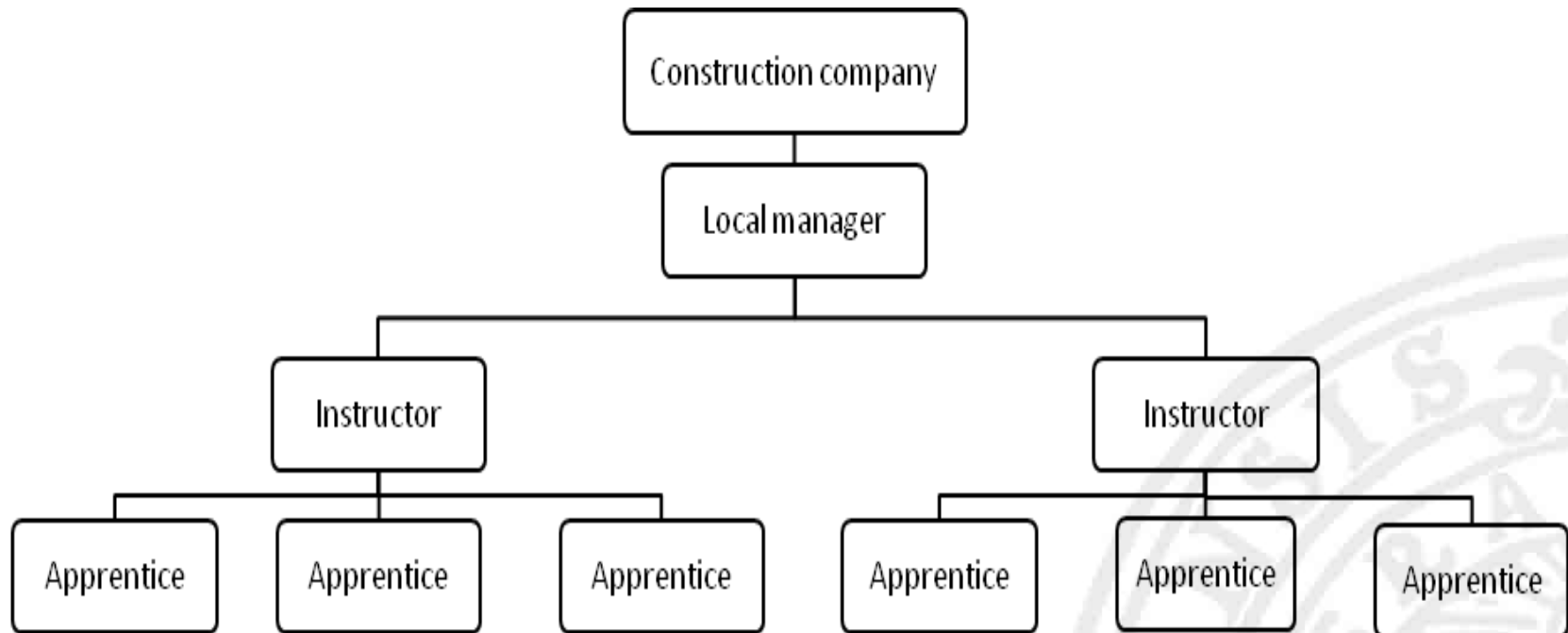


The Halland Model

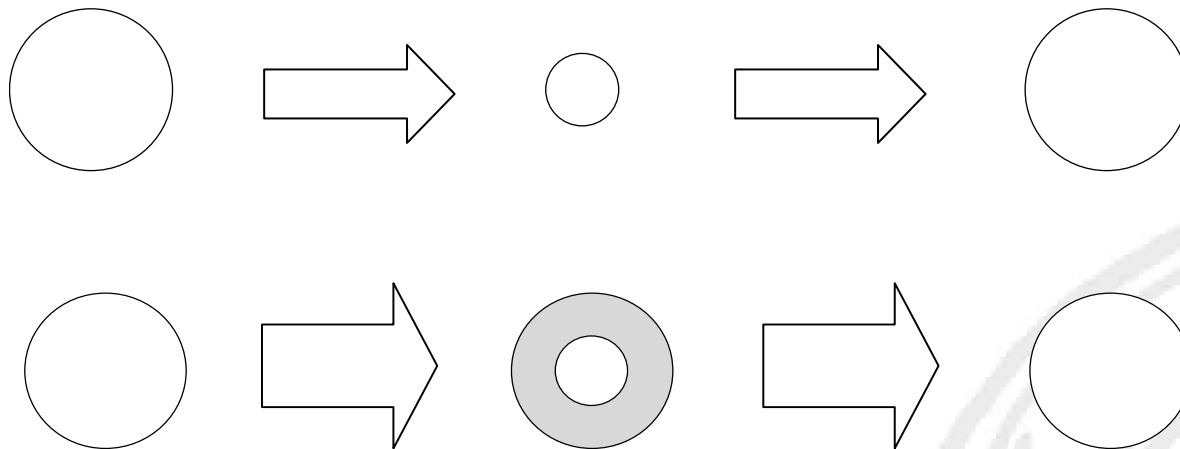
- One month theory /training courses
- Seven months practice /relief work



How it worked on site



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The Halland Model

Criteria for selection

- Increase the number of building projects
- Improve the construction workers competitiveness
- No disturbance on the regular market
- No “push away – effects”
- Historic buildings
- Challenging craftsmanship
- Employment guaranteed
- Regional development



Rydöbruk Artist Village

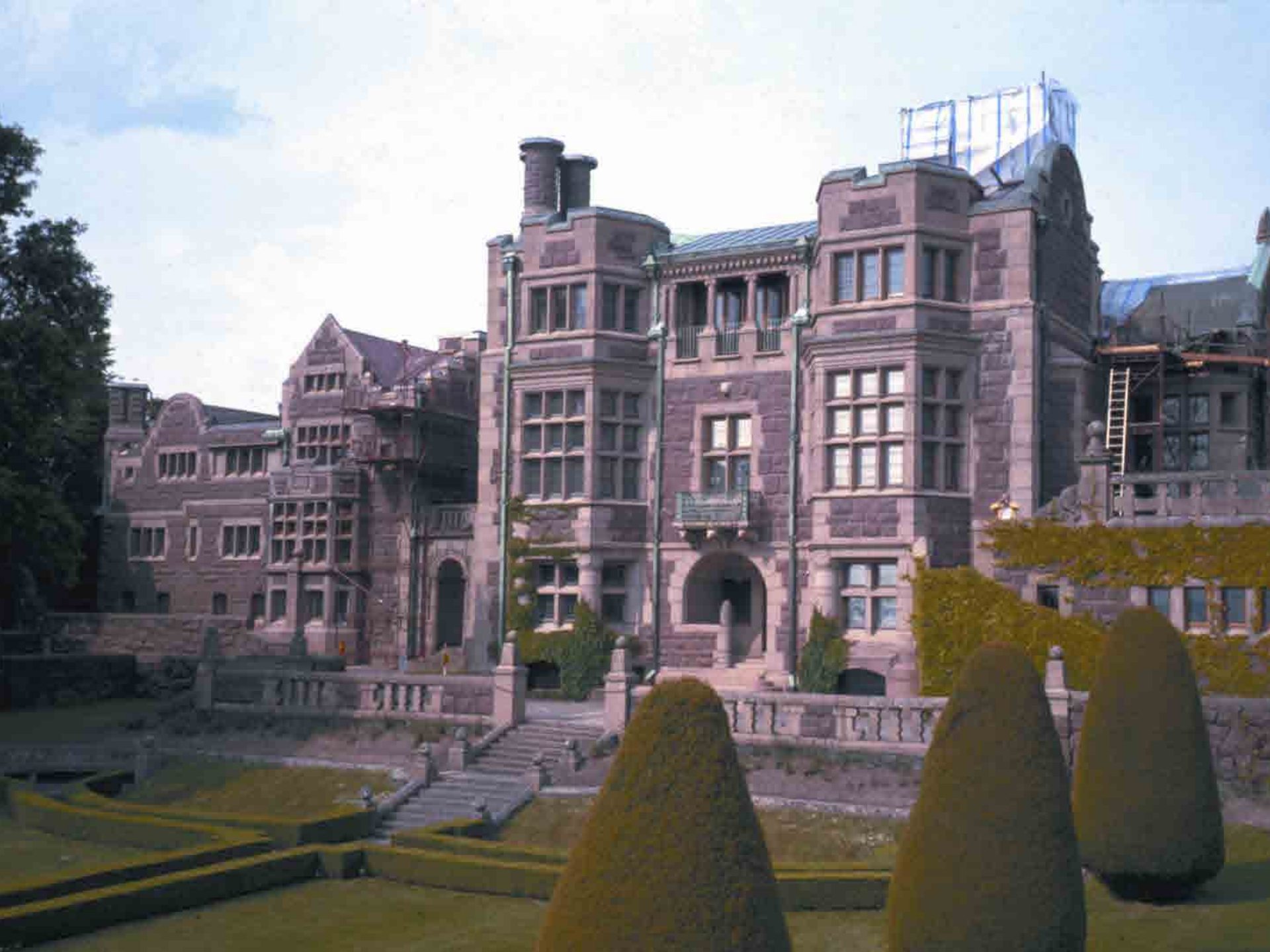


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Investor	Stake	Return
Labour market sector	Funding Training programmes Contacts Knowledge	Employment New jobs Trained labour
Cultural heritage sector	Funding Knowledge	Saved building Conserved building Craftsmanship
Construction industry	Enterprises Network Experience	Trained labour Engaged companies
Property owner	Building	Saved building Increased selling price
Locals	Interest	Local identity
Region, municipality	Funding	Regional development Increased attractiveness Cultural facilities
Artists' community	Creativity Knowledge	Art
Interior design company	Funding	New jobs







Lars von Trier - Melancholia



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Outcome

1,100 = One third of all construction workers trained in traditional techniques

235 new jobs

100 historic buildings conserved

500 MSEK (55 M€)

(Halland 300,000 Inhabitants)

Economic

- obvious return on the investments moreover contributed
- regional growth
- created jobs

Social

- regional cohesion
- developed cross-sectoral networks and a multi-problem-oriented approach
- strengthened the local identity

Environmental

- take hand on existing resources
- environmental friendly materials were used
- energy efficiency

Creative Industry

- Rydöbruk Artist Village
 - Laholm Theatre
 - Laholm Museum of Drawings
 - Slottsmöllan Creative industry cluster
 - Kronobränneriet Creative industry cluster
 - Fattighuset Crafts Centre
 - Varberg Art Gallery
 - Falkenberg Photo Museum
 - Harplinge Art Lab
- 

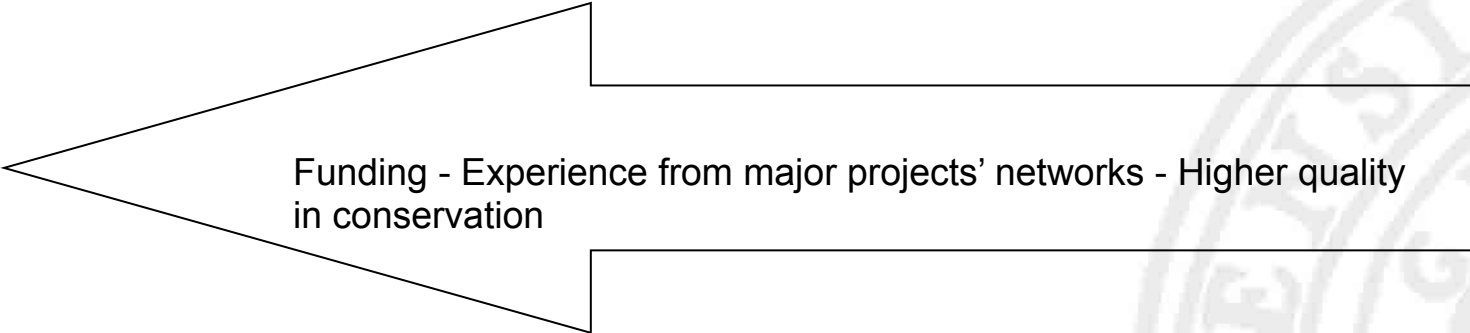
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Working places with no displacement effects - Time - Reduced unemployment

Historic environment sector

Labour market sector



Funding - Experience from major projects' networks - Higher quality in conservation

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Increased volume of construction - Trainee posts - Contribution to private sector

Historic environment sector

Construction industry

Employment and apprenticeship - Experience - Knowledge

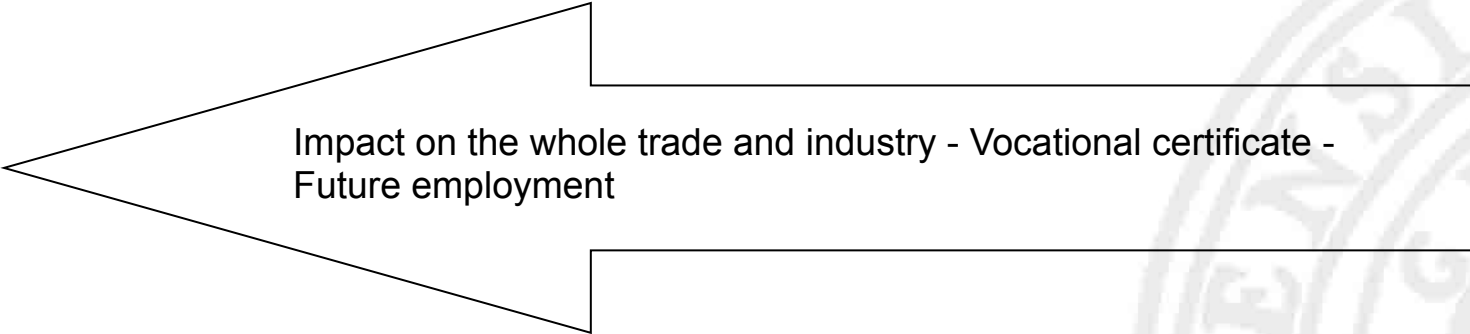
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Training - Financing - Networks

Labour market sector

The construction industry

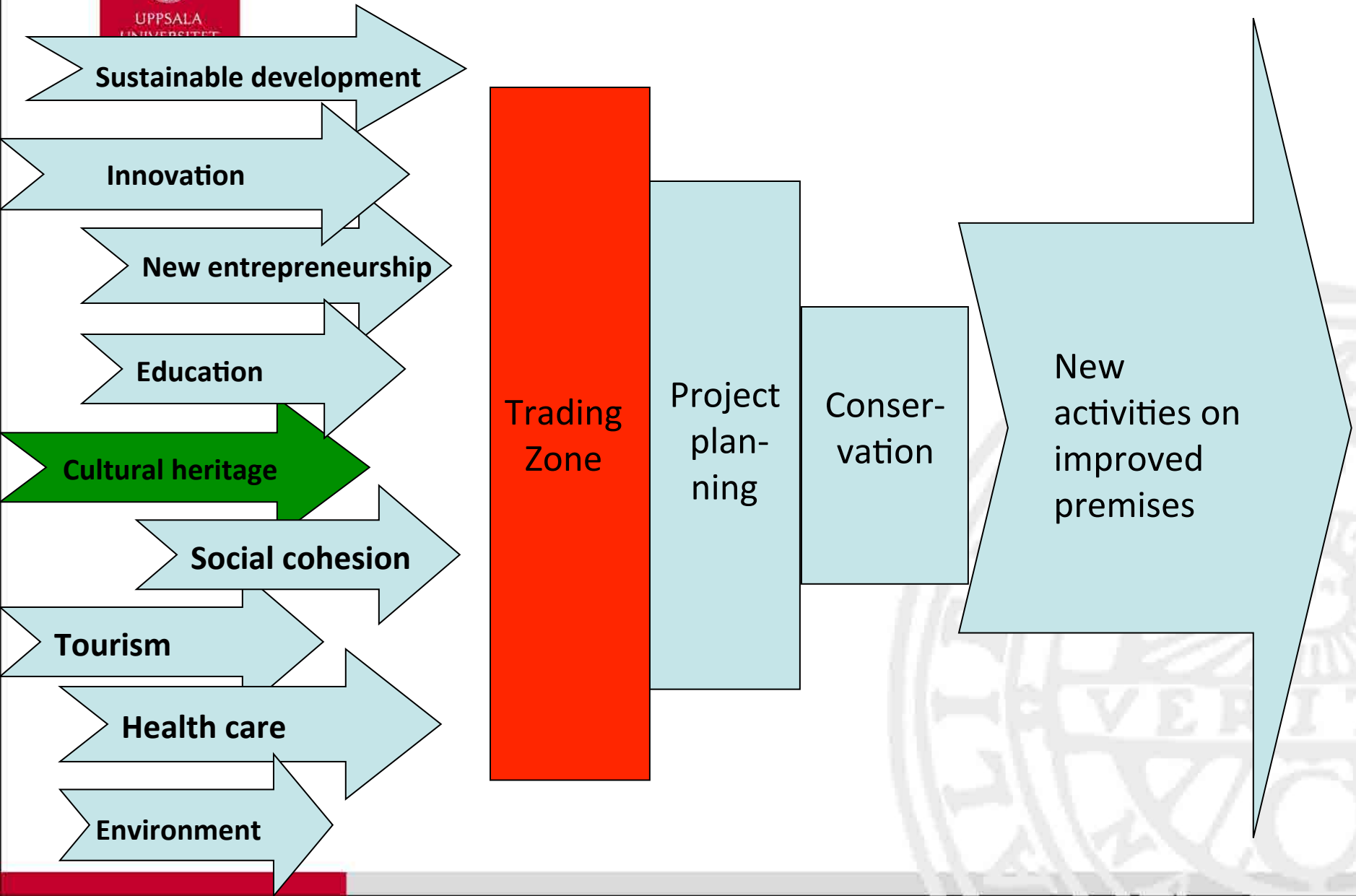


Impact on the whole trade and industry - Vocational certificate -
Future employment



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A Trading Zone for Sustainable Development





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A Trading Zone for Sustainable Development

Integrated sustainable conservation based on collaboration with a multiple of actors

Collaboration is based on coordination of actions

Coordination of actions is based on evaluation processes

Integrated sustainable conservation is not an obstacle for development and economic growth

Integrated sustainable conservation is to be considered as an investment for the whole society – a catalyst for regions

From protection to pro-action

Halland Model a Trading zone

to be considered to manage and reduce specific conflicts among

- preferences
- values
- policies
- objectives

of multiple agents in competition



Baltic Sea Region

Development through conservation

- Sustainable development
 - Regional growth
 - Cultural diversity
 - Strengthening democracy
-
- Stabilization
 - Combat outmigration
 - Regional cooperation



Baltic Sea Region

Development through conservation

- Sustainable development
 - Regional growth
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Łódź Poland







Halland Model in Polen

- Olsztyn 5 buildings
- Lodz 7 buildings
- Zgierz 25 buildings (tbc)





Łódź (PL)

€ 250 000 000



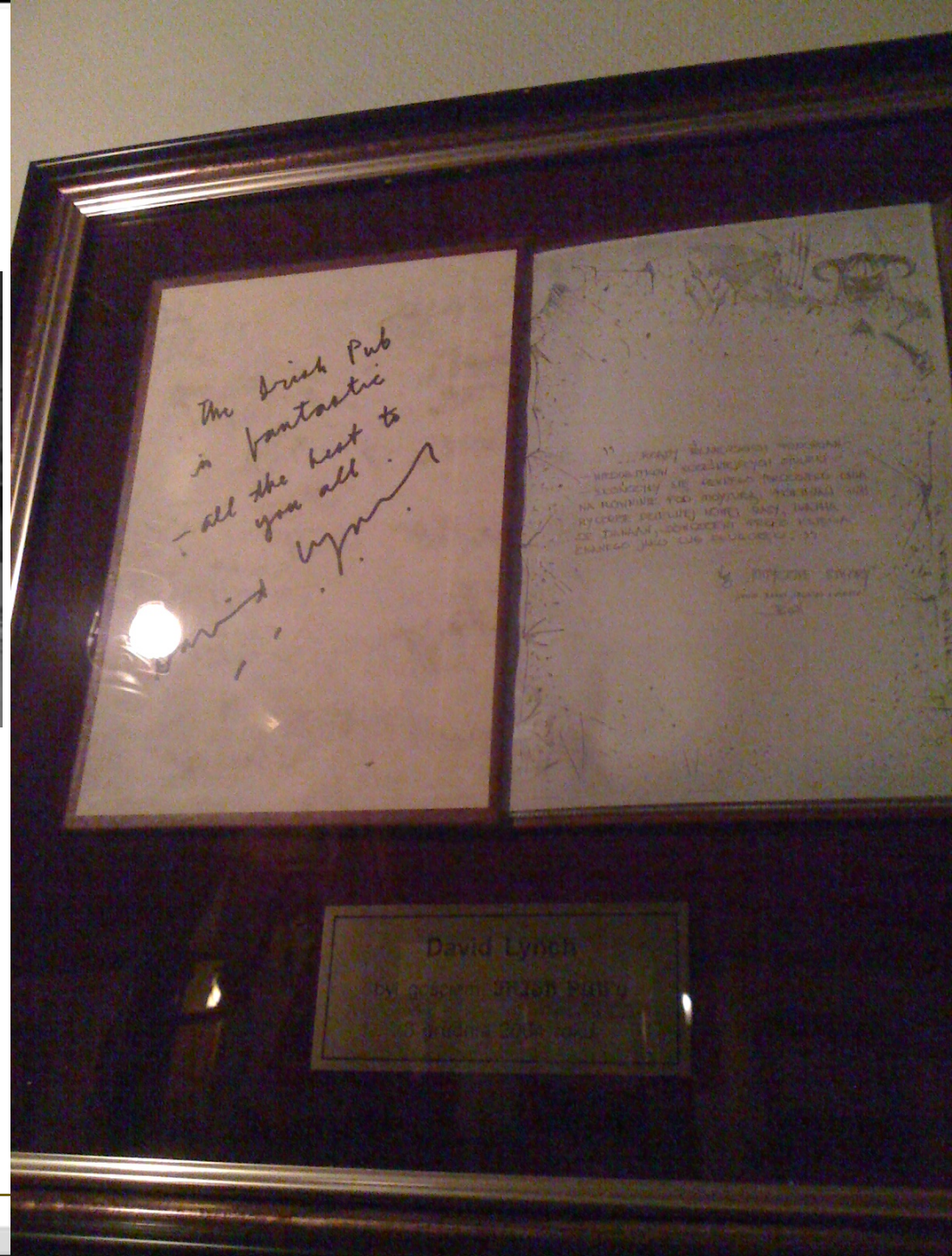




Investment 250 million euro



Scenes of the American film director David Lynch's 2006 film *Inland Empire* were shot in Łódź.





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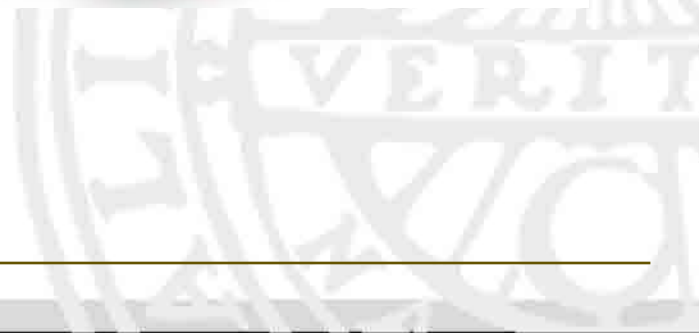




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Łódź YOU like
to be creative?





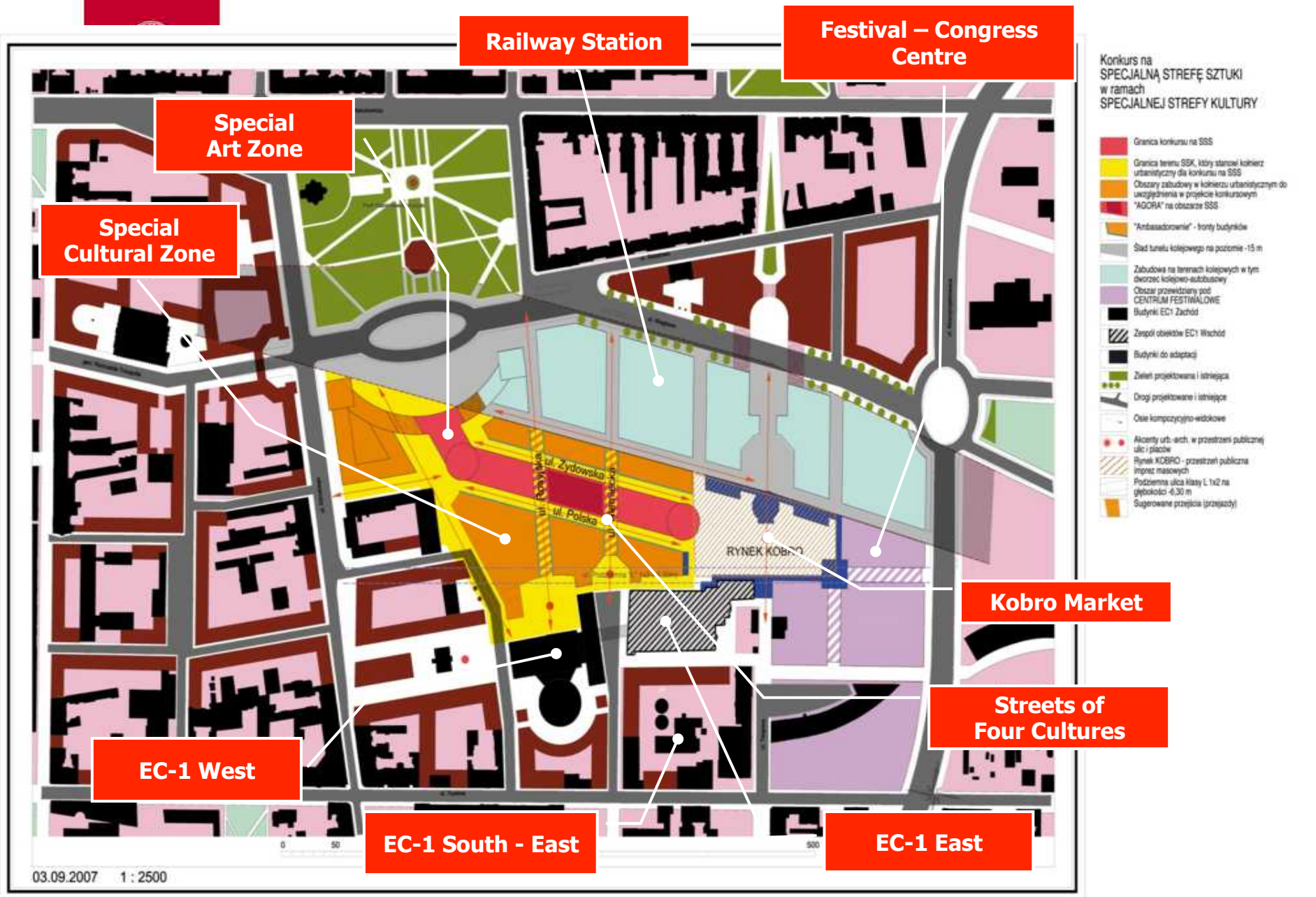
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The New Center of Lodz

In February, 2007, the authorities of Lodz decided to entrust the creation of the concept of the city centre redevelopment to ROB KRIER, the famous Luxembourgian architect and urban planner. Encouraged by (World Art Foundation), founded by Andrzej Walczak, one of the owners of Grupa Atlas, David Lynch, a film director, and Marek Żydowicz, the director of the Camerimage festival, Rob Krier undertook to transform the derelict areas in the vicinity of the Łódź Fabryczna station and the EC1 heat and power plant into a place teeming with life – the new cultural city centre. Krier has designed an urban development concept for the 30-hectare area in the city centre within the premises limited by Kilińskiego, Targowa, Narutowicza and Tuwima streets.

The urban concept - stage 1





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- Hungary
- Romania
- Slovakia
- Italy
- Iceland
- China
- Costa Rica
- Indonesia
- India





SMART SPECIALISATION STRATEGIES

EU: Smart specialisation strategies



Innovation-driven development strategy
Each region's strength and competitive advantage.
Region's assets and the capability to learn
Competitive advantage and identity where clusters
should be nurtured.
Avoid waste of duplication – creation of more
diversity among regions.

Swedish National Programme for the Structural Funds 2014-2020

- Strengthening research, technological development and innovation
- Increase the competitiveness of small and medium-sized businesses
- Support the transition to a low carbon economy

Structural Funds Gotland

- One-sided economic structure
- Weak growth in SMEs
- Increase the knowledge-intensive business
- Low level of investment in R & D
- sparse and unbalanced population structure
- Limited access to broadband

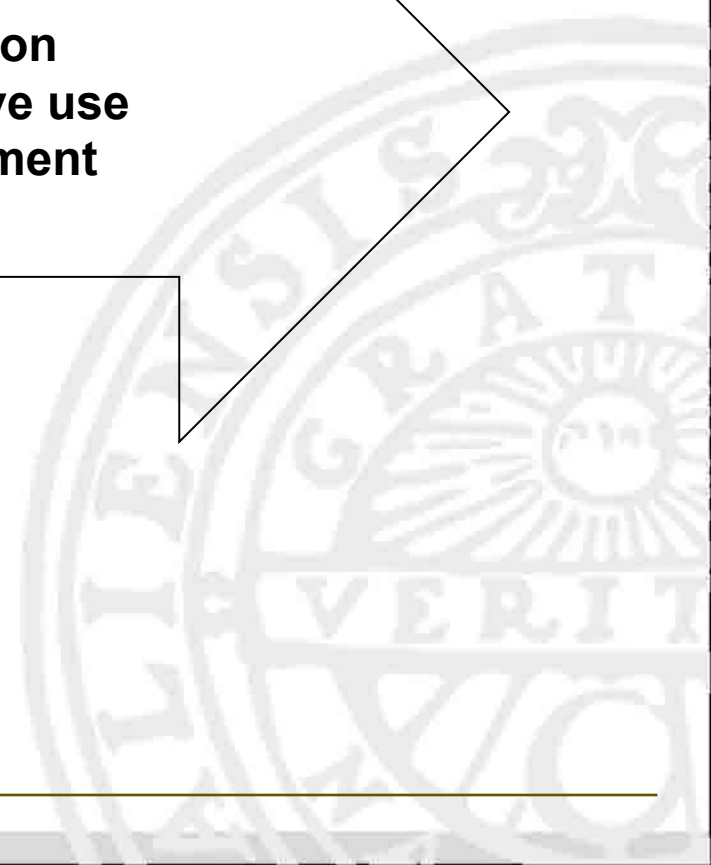


Pro-active Cultural Heritage Management Planning

**Challenges
at Global,
National or
Regional Levels**

**Search for
Activities**

Preservation
- Innovative use
- Development





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