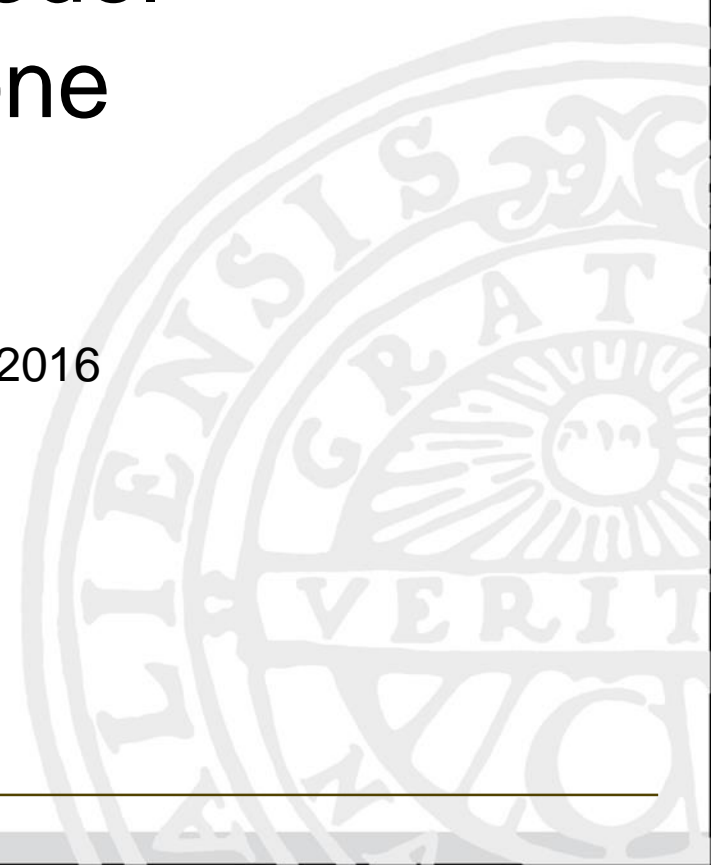




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The Halland Model - A Trading Zone

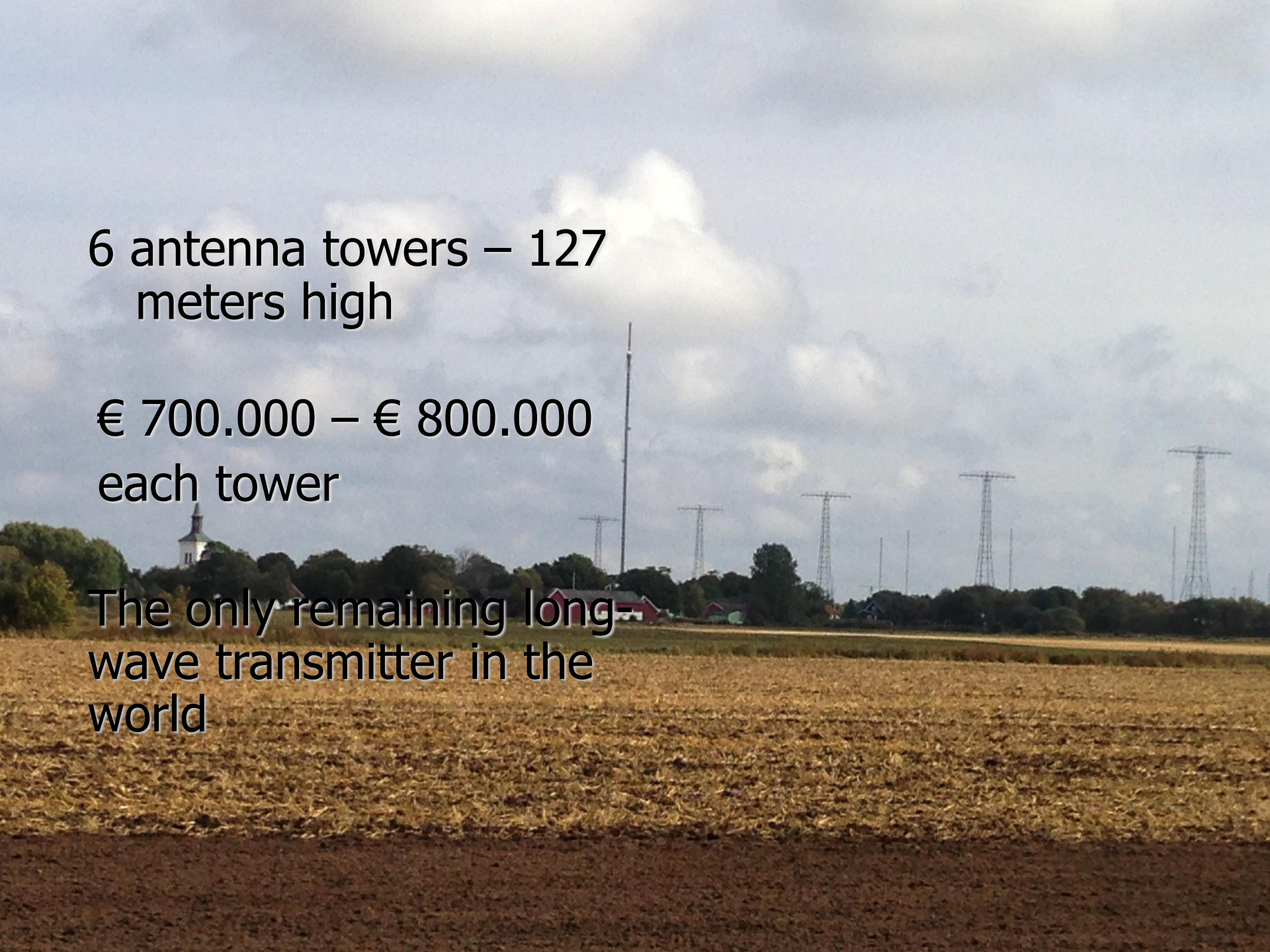
Christer Gustafsson
CHANGES Monza 26 May 2016



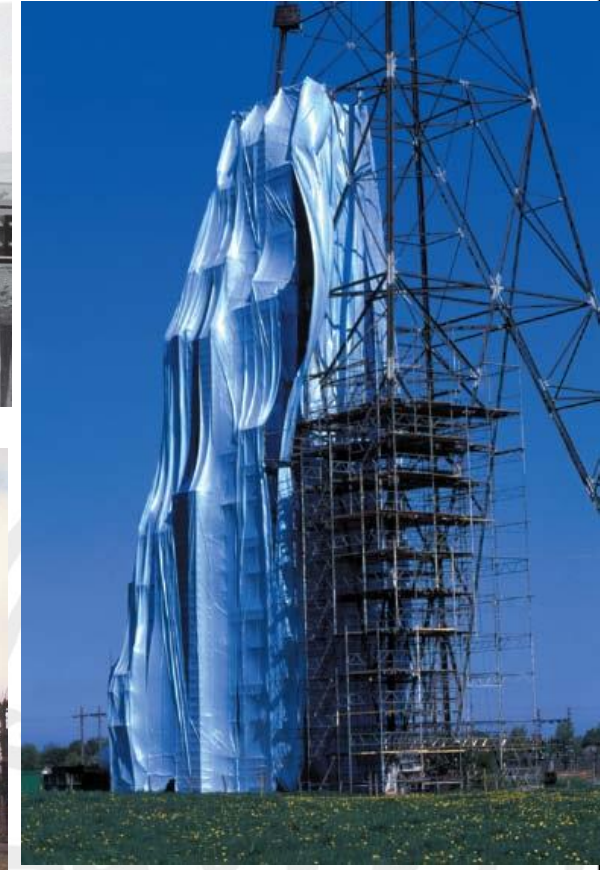
6 antenna towers – 127
meters high

€ 700.000 – € 800.000
each tower

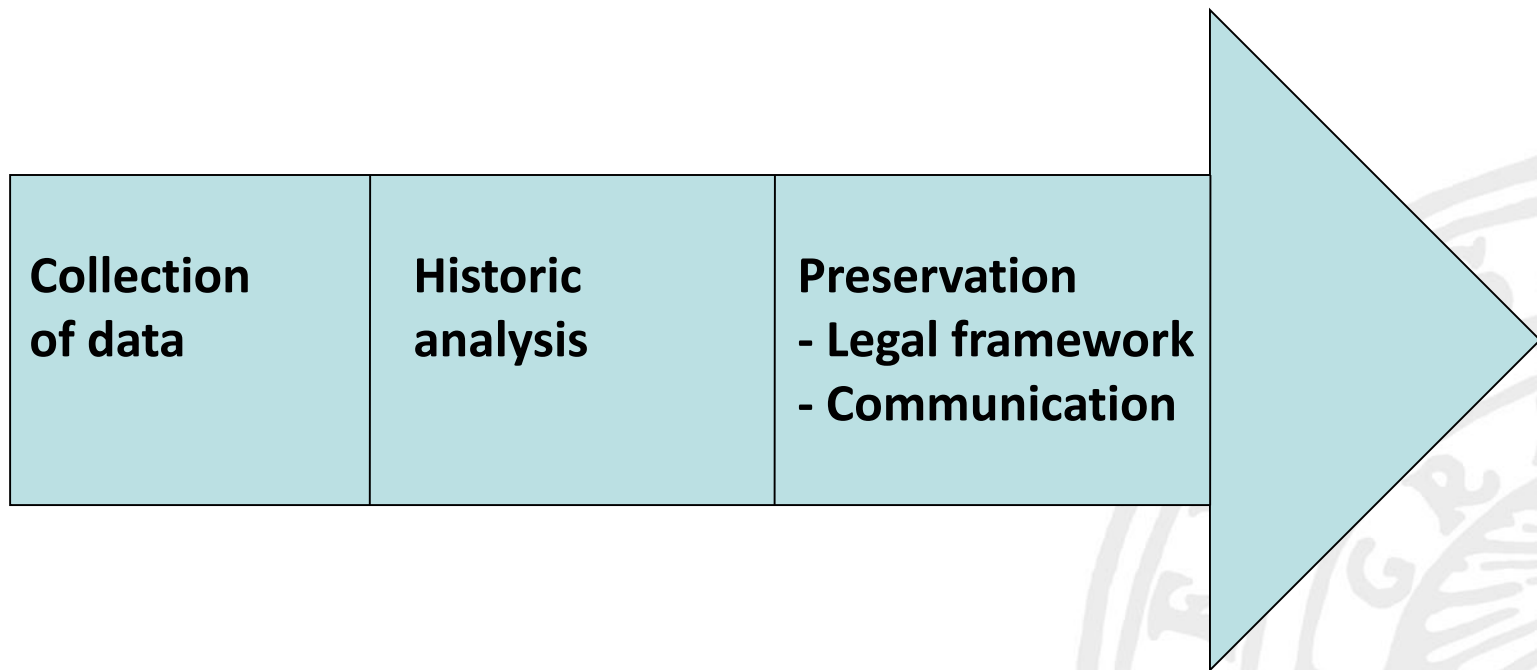
The only remaining long-
wave transmitter in the
world



UNESCO's World Heritage List 2004



Cultural Heritage Management



The Halland Model

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



The consortium

The Halland Model

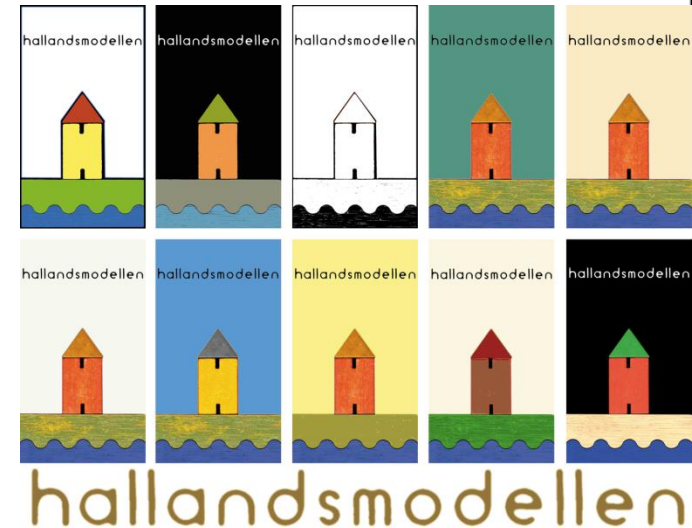
The Vocational Committee of
the Construction Industry

The Swedish Construction
Federation

County Labour Market Board

County Administrative Board

Regional Museums of Halland





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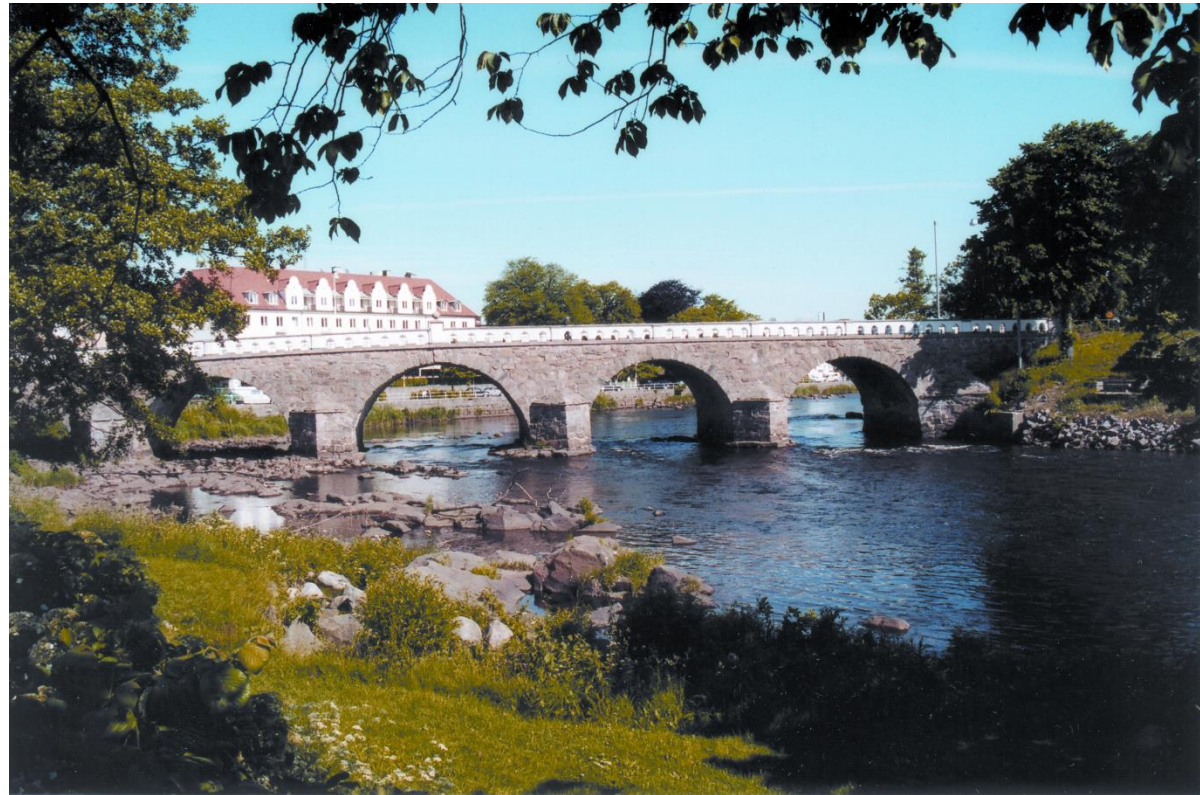
Halland in Sweden



Halland 1990's

Agribusiness
Tourism

Recession
Unemployment
Dead sea



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





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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

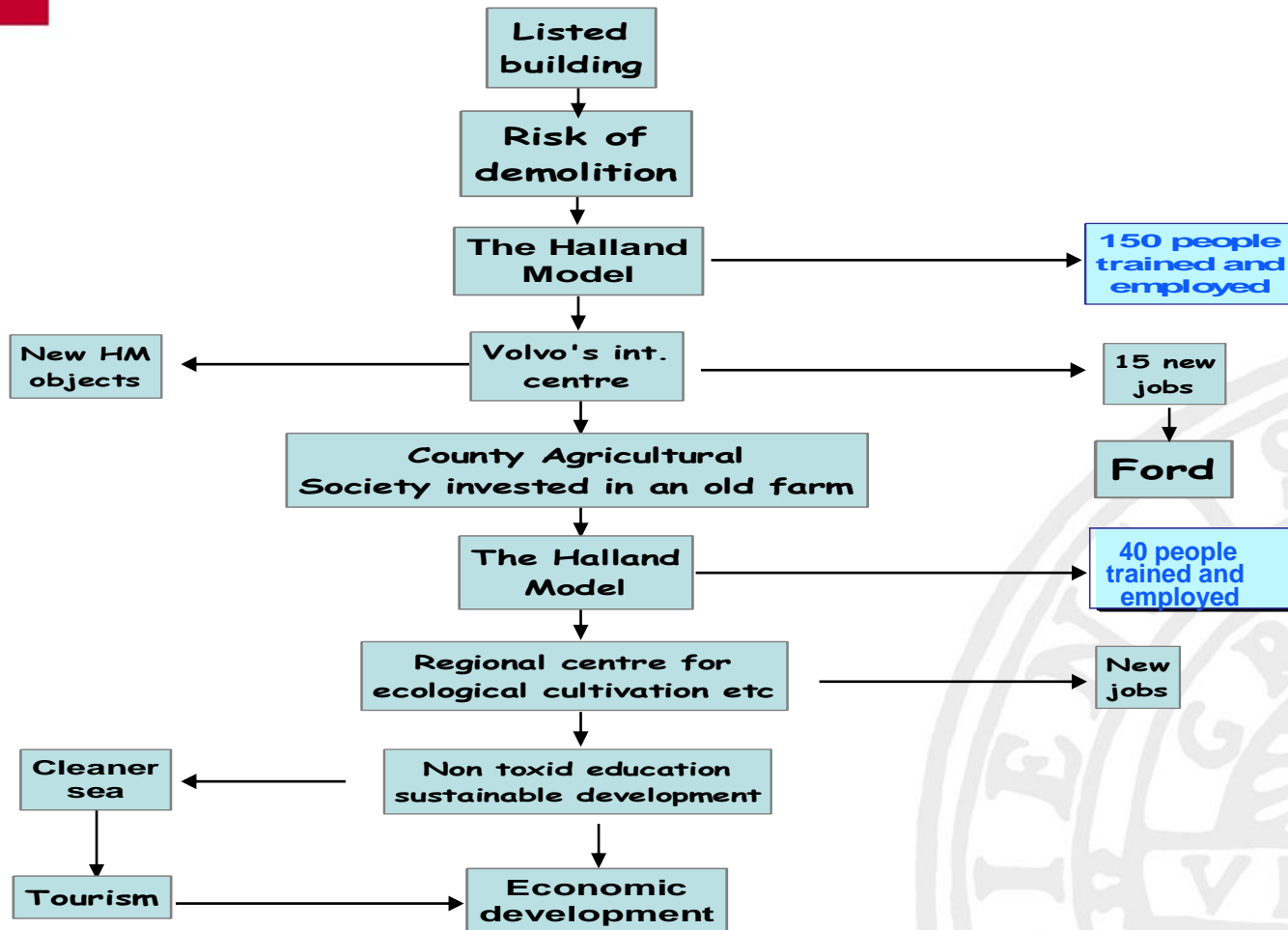
Return

Employment
New jobs
Trained labour
Fundings in return

Saved building
Conserved building
Craftsmanship

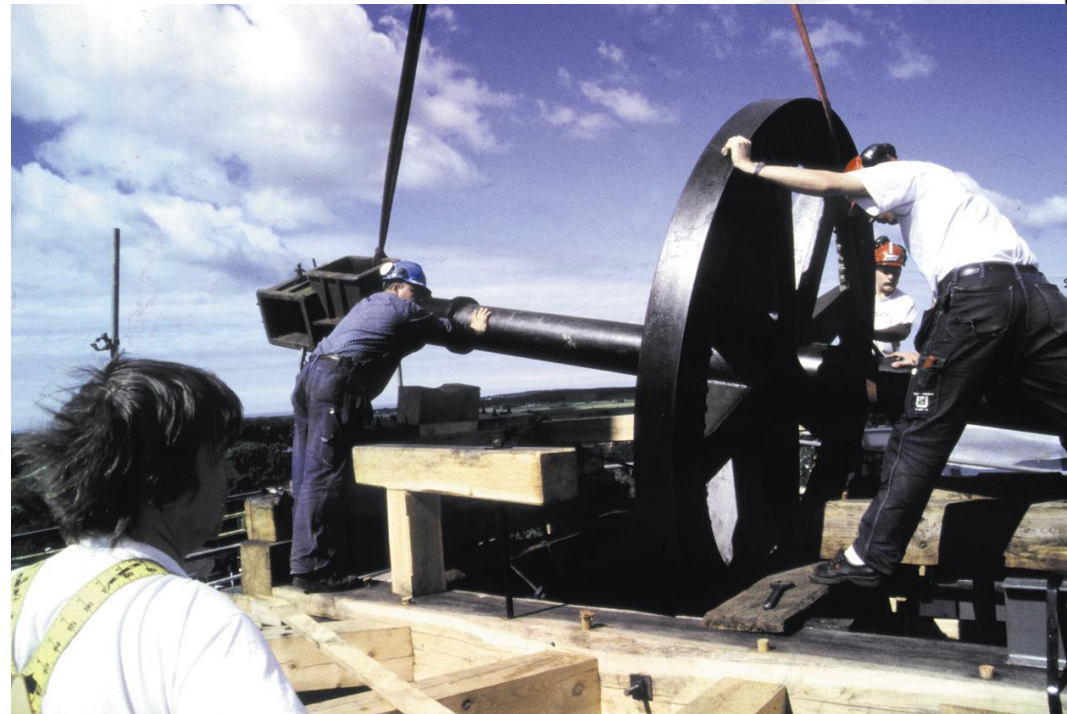
Trained labour
Engaged companies

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

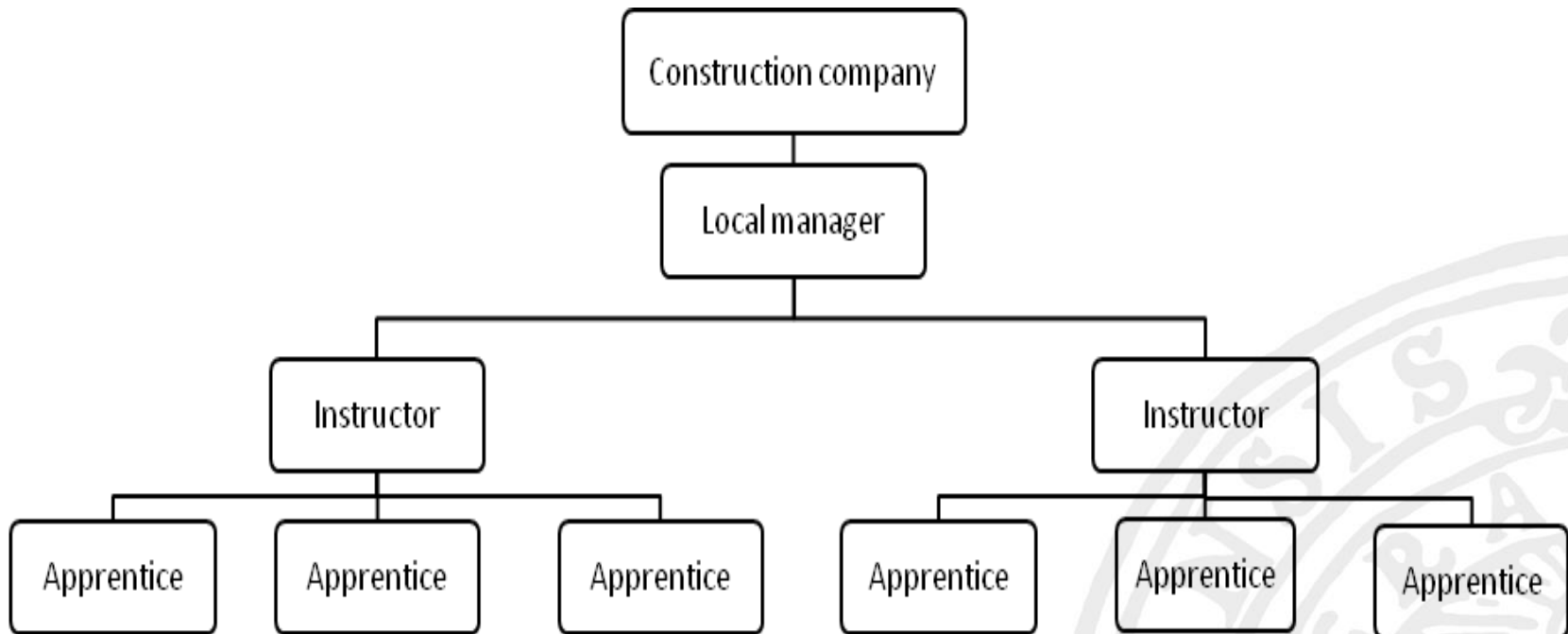


The Halland Model

- One month theory
- Seven months practice on a conservation site



How it worked on site



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 sustainable development



Rydöbruk Artist Village



13 apartments for
artists

11 artist studios

1 art exhibition
hall

1 restaurant

Introducing
environment
friendly heating
system



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Laholm old
town

Private-
public
partnership





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Harplinge windmill





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Centre for
contemporary
art

Today: an
organ

[http://www.harp
artlab.se](http://www.harp
artlab.se)

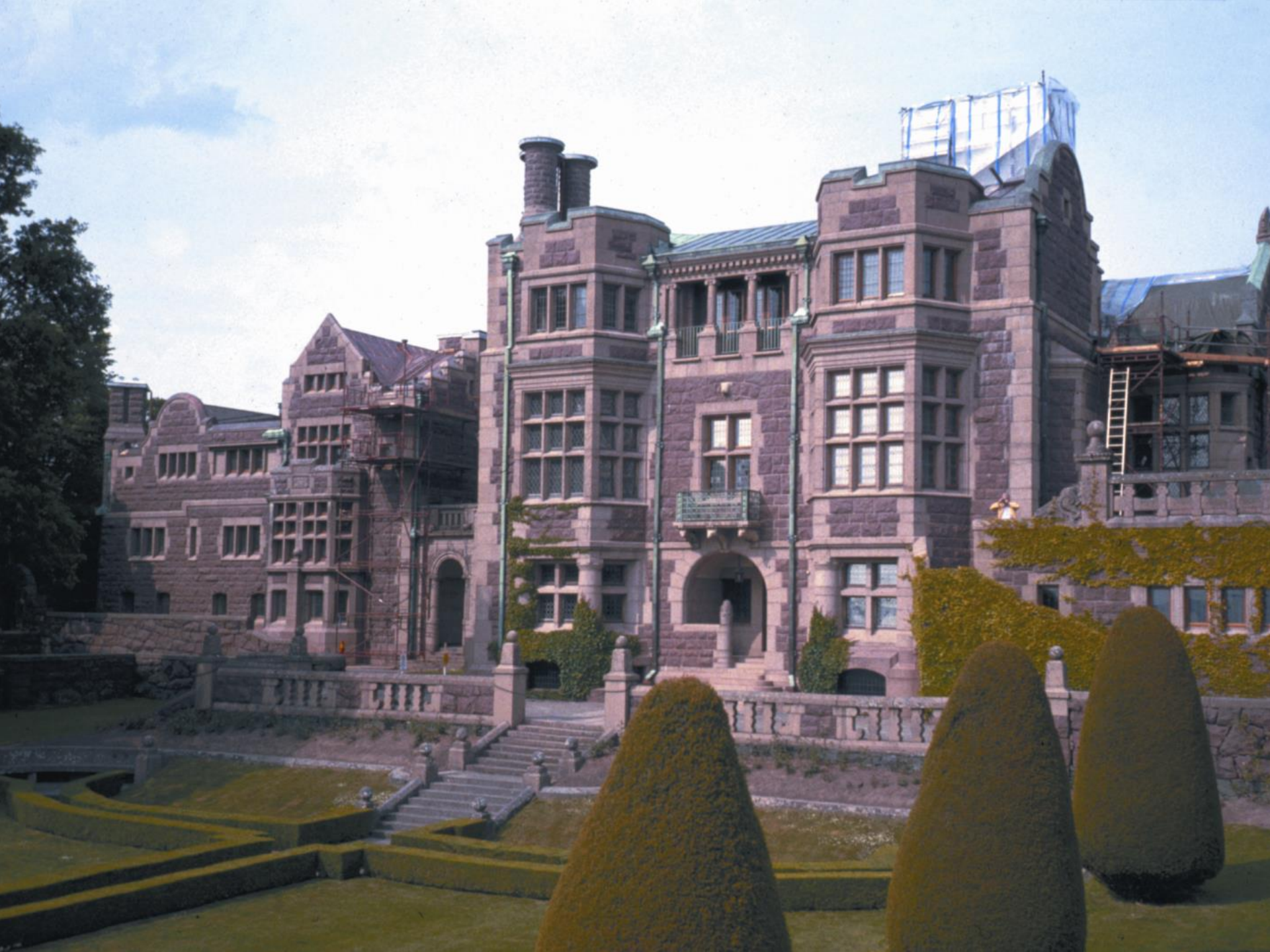
Kronobränneriet



Centre for the creative industries in Halmstad







Lars von Trier - Melancholia





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Kuggavik



Indoor climate – new environment-friendly insulation and heating system

The Halland Model

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)



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Economic

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

Social

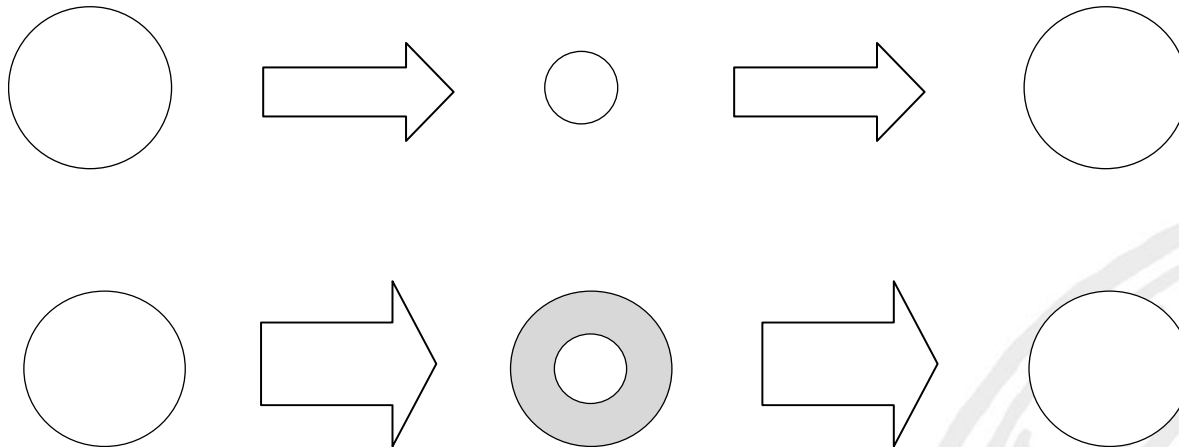
- regional territorial and social cohesion
- developed cross-sectoral networks and a multi-problem-oriented approach
- strengthened the local identity

Environmental

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



The Halland Model



A Trading Zone for Sustainable Development



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

A Trading Zone for Sustainable Development



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

Historic environment sector

Construction industry

Employment and apprenticeship - Experience - Knowledge

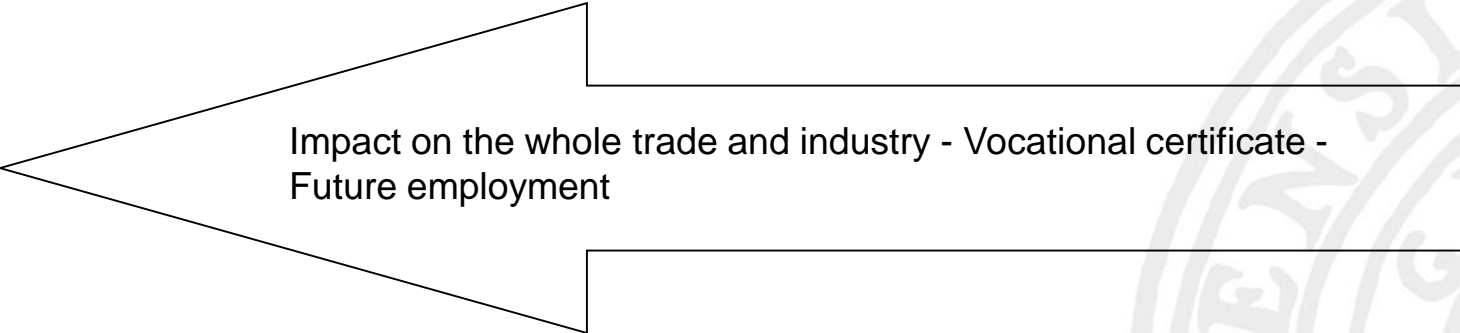
A Trading Zone for Sustainable Development



Training - Financing - Networks

Labour market sector

The construction industry

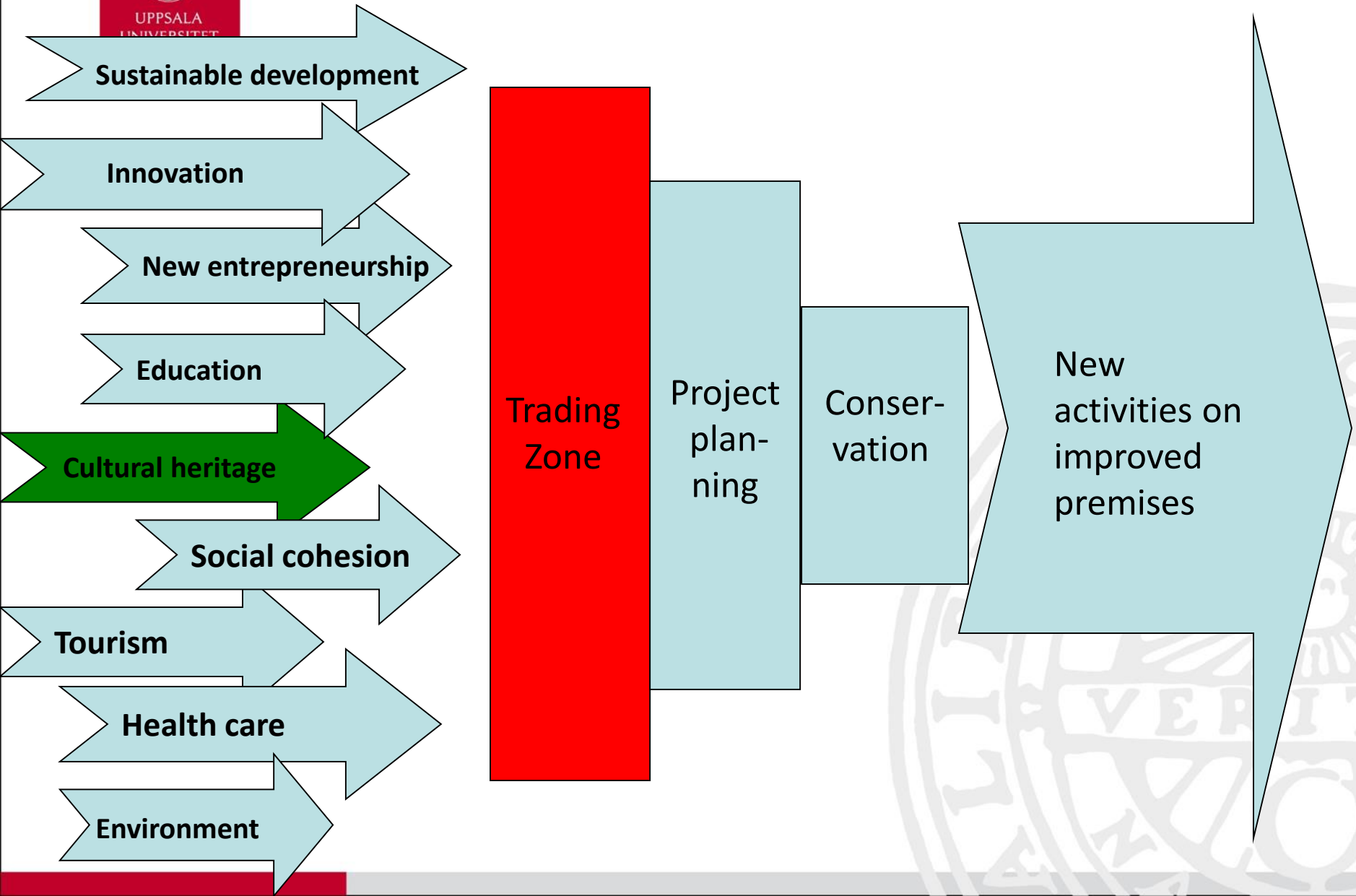


Impact on the whole trade and industry - Vocational certificate -
Future employment



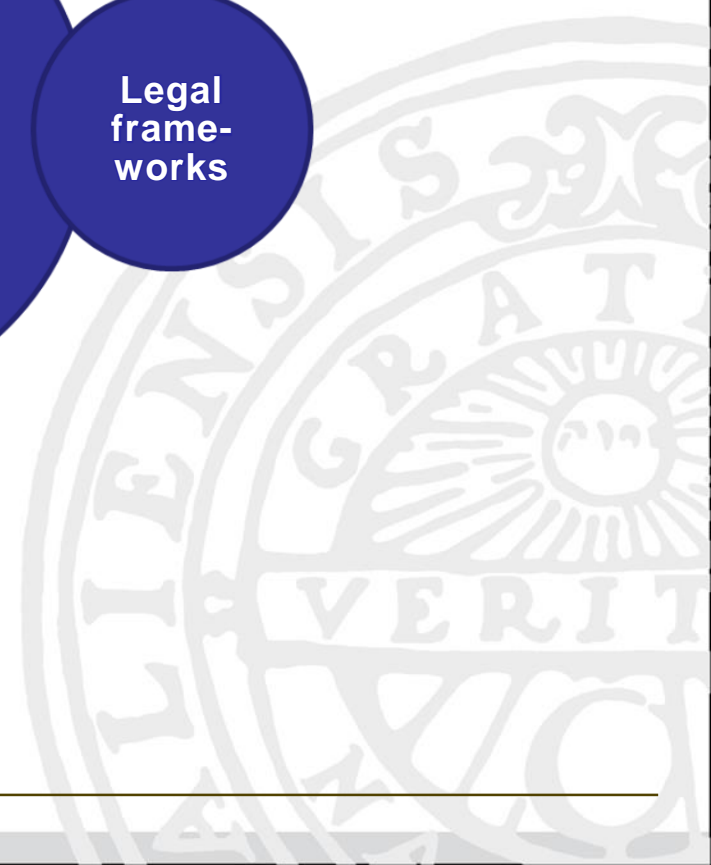
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A Trading Zone for Sustainable Development





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A Trading Zone for Sustainable Development

Integrated sustainable conservation based on collaboration with a multiple of actors

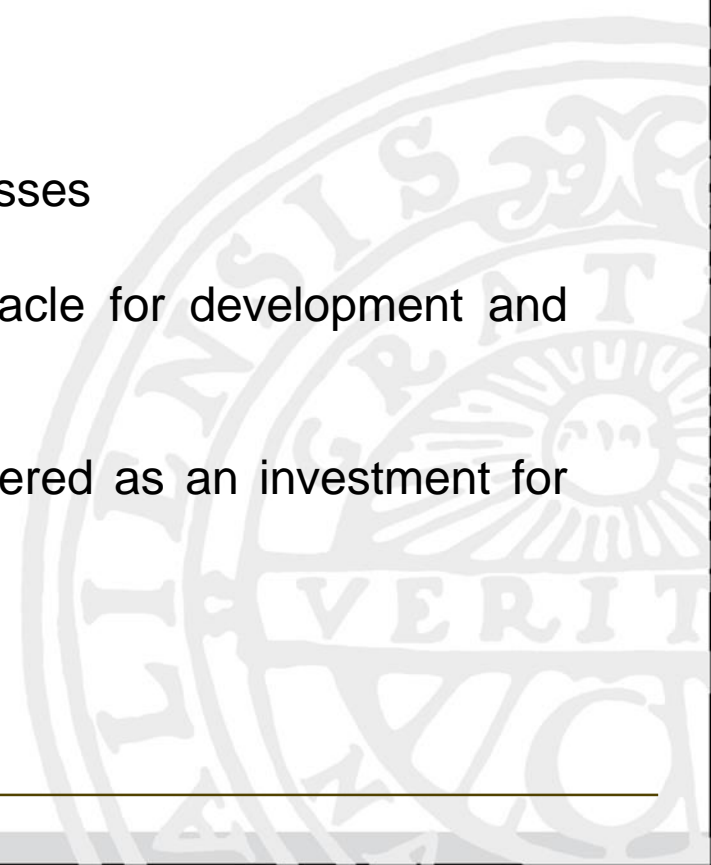
Collaboration is based on coordination of actions

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





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
 - Cultural diversity
 - Strengthening democracy
-
- Stabilization
 - Combat outmigration
 - Regional cooperation





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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







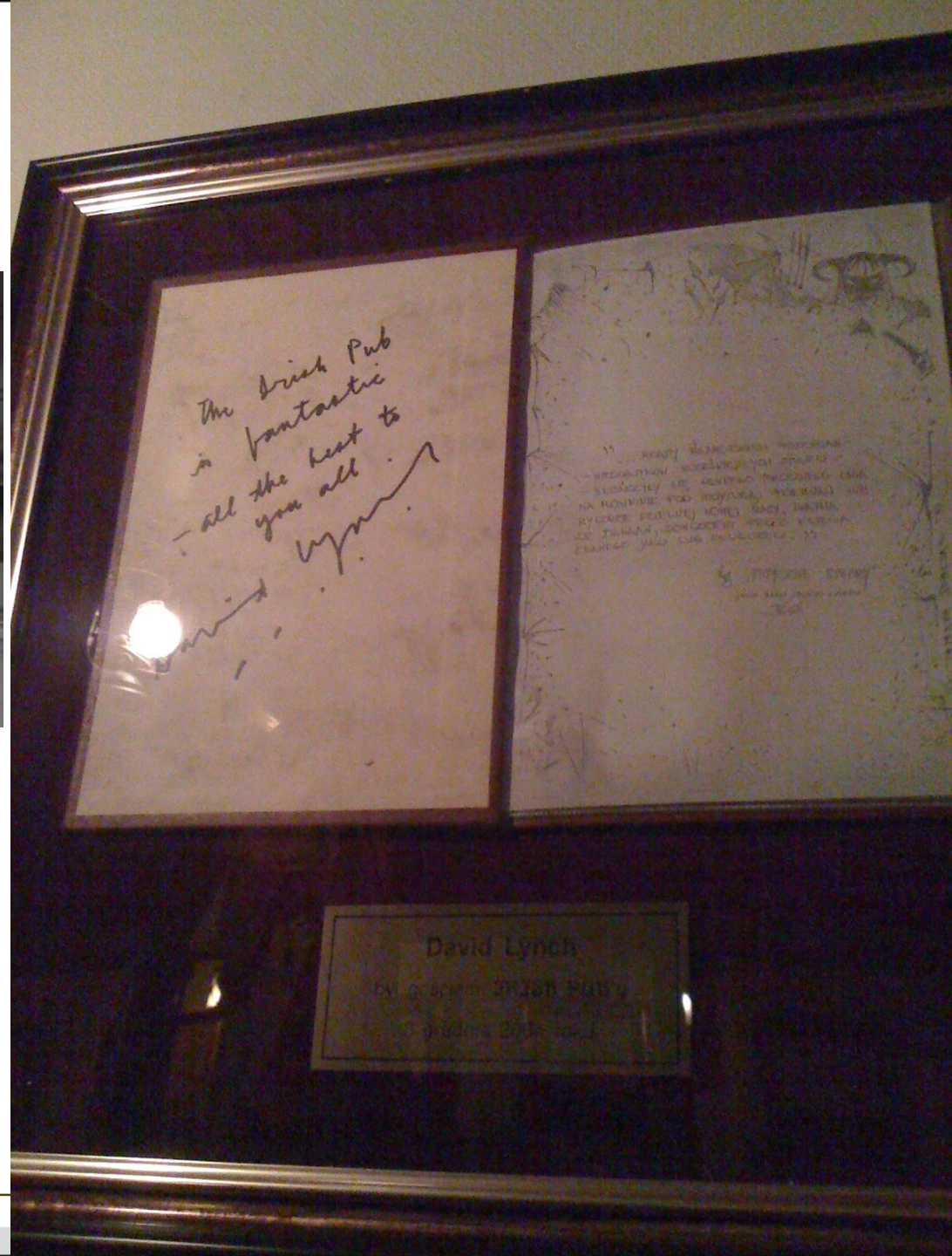
Investment 250 million euro



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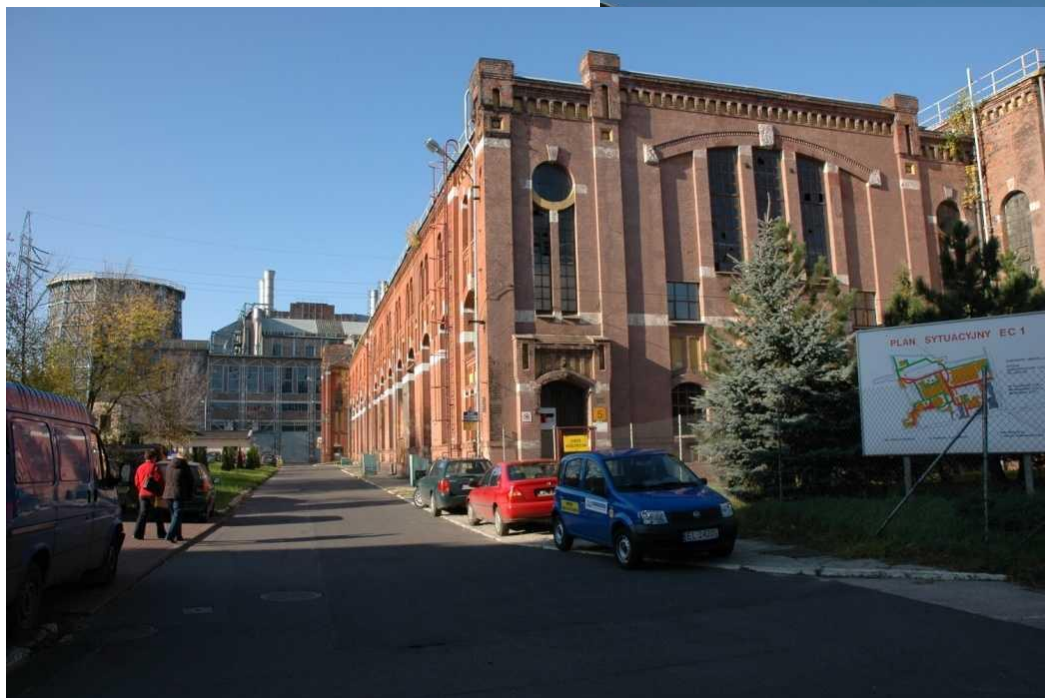


Scenes of the American film director David Lynch's 2006 film *Inland Empire* were shot in Łódź.





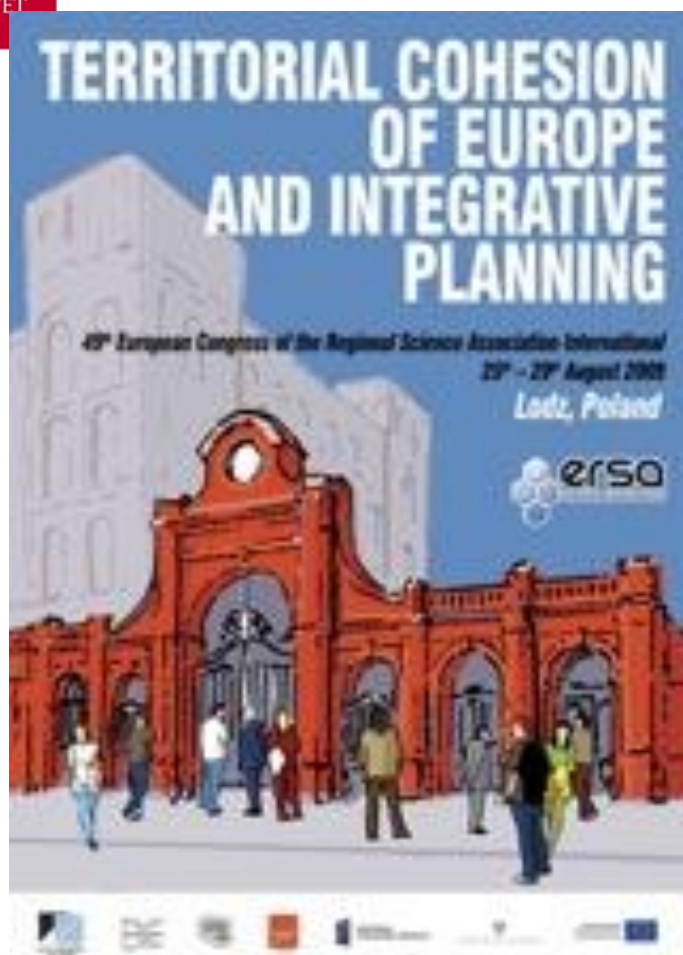
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Łódź YOU like
to be creative?





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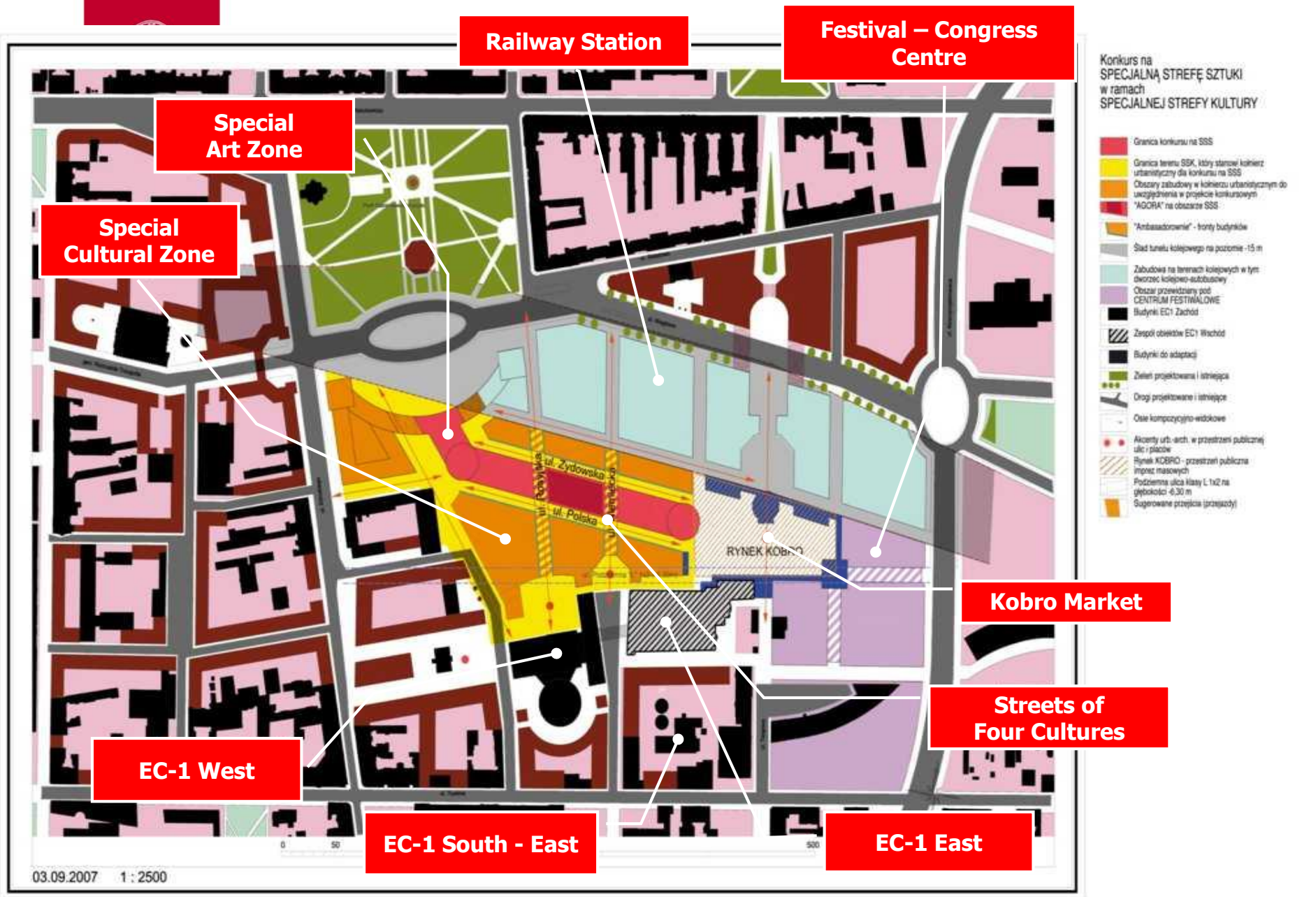


The New Center of Lodz

Nowe Centrum Łodzi

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

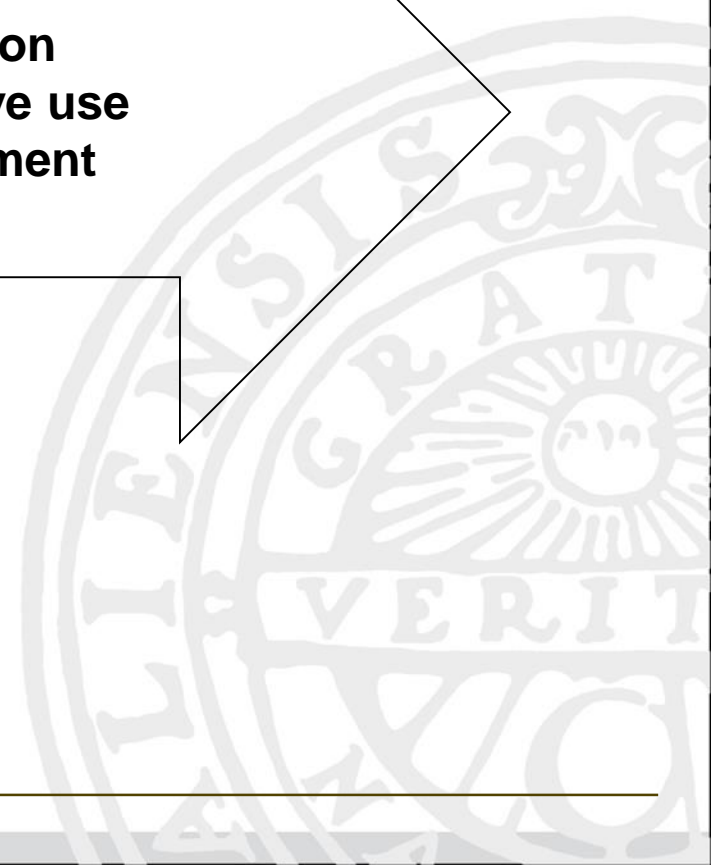


Pro-active Cultural Heritage Management Planning

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

**Search for
Activities**

Preservation
- Innovative use
- Development





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Conservation should leave the experts-only zone to enter the trading zone

Salvador Munoz Vinas, 2005





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