

# SIRR

All onboard in rural  
societies for a fair  
future!





# What's going at the Hubs?

2024.11.05

SIRR - All onboard in rural  
societies for a fair future!





# Timeslots

## **13.15 – 14.00 Part I**

- Skagen
- CCPL

*Refreshment break*

## **14.15 – 15.00 Part II**

- TrENDi
- Lysekil

*Refreshment break*

## **15.15 – 16.00 Part III**

- Stenvad
- Louvigné

*Refreshment break*

## **16.15 – 17.00 Part IV**

- Sotenäs
- Final dialogues and reflections





## WHY?

- 🌿 Update of what's going on at the HUB
- 🌿 Get inspired and exchange!!
- 🌿 Hub match-making and upcoming focus in the project

## WHAT'S IN FOCUS?

- 🌿 **Highlights** from the HUBs
- 🌿 Current focus for **achieving your visions**
- 🌿 **Challenges, changes and surprises** encountered
- 🌿 **Value gained** from the SIRR project
- 🌿 **Goals for future involvement** with the SIRR project
- 🌿 **Collaborations** with other hubs and thematic focus
- 🌿 Planned **contributions**



## BEFORE WE START → MENTIMETER

Go to [www.menti.com](https://www.menti.com), use the code: 2647 7859

Or use this QR:



# Skagen Education Centre

Hub Pilot and assisting Lead Partner



**Setting:** Rural/Coastal area in the region of North Jutland, Frederikshavn municipality (Denmark). Located on the border of the North Sea and the Baltic Sea.

**Main regional business:** Fishing. Tourism.

**Challenges in focus:** Engaging public authorities. Dropping the label “Skagen Education Center upskilling the unemployed” to “Skagen an innovative hub assisting local companies and organizations with their development plan”. Housing problems.



# The Skagen Hub

- Hub Transformation Process
- Identification of stakeholders
- Networking – network building
  - Skagen Equestrian Centre
  - Ålbæk Harbour Bath
  - Vocational Education Institutions
  - Romanian Community
  - Recruiting (and keeping) staff in Tourism
- Identification of commons
- Bridgebuilding
- Storytelling/storymaking
- Land use background materials



## VISIT FROM THE MUNICIPALITY OF SOTENÄS



- Shared experiences and challenges
- Knowledge exchange
- The Grey Gentrification










## ROMANIAN COMMUNITY IN SKAGEN

- Cultural exchange & bridgebuilding
- From travelling proletariat to local citizens
- What do we really know about competencies and skills?





-  Regenerative Tourism...
-  New narratives about our areas (Storymaking)...
-  Land Use...



# Shared Cultural Commons?



L\_Tuxen: Returning from  
Fishing in Pas-de-Calais 1887



L. Tuxen: Fisher Girls at  
the Beach in Brittany,  
1876



# Community of Communes of the Pays de Lumbres

Hub Pilot together with AUD

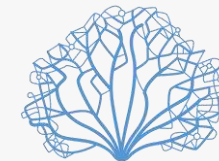


**Setting:** Rural area consisting of 36 municipalities in the northern part of France.

**Main regional business:** Agriculture. Service and trade. Concrete, paper and glass industry. Tourism.

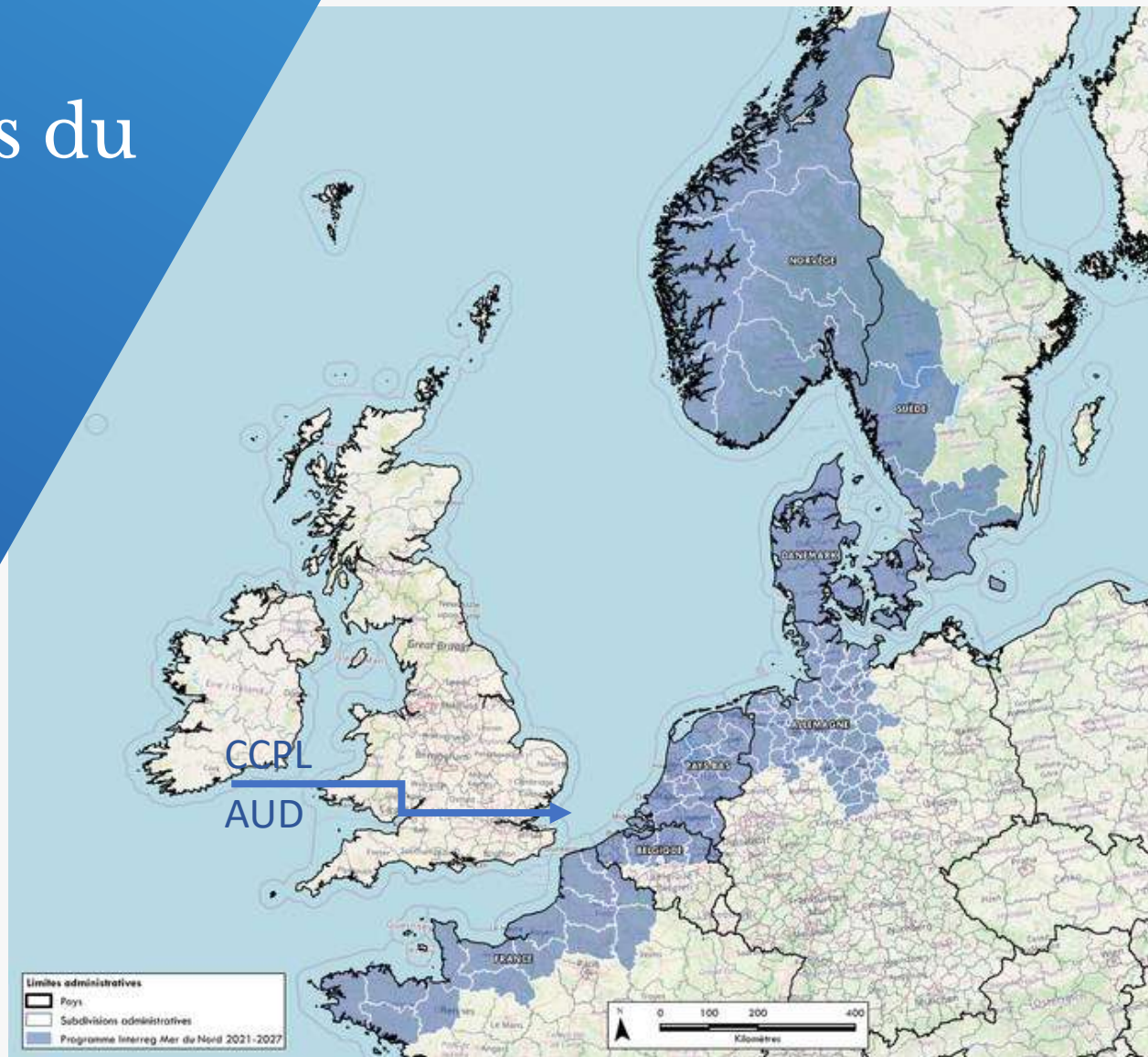
**Challenges in focus:** Territorial urban planning. Issues with national law. Implementing ecological transitions. Approaching young people. Lacking academic support. Environmental challenges (e.g. floods). Housing problems. Not too much experience with working with economic.





# Communauté de Communes du Pays de Lumbres

## — Agence d'urbanisme et de développement du Pays de Saint-Omer





# Hub's vision

## TERRITORY PLANNING

Work with stakeholders to develop sustainable regional planning.  
Involving local residents in the development of their area.

# Hub's challenge

## RESTORING RESIDENT'S CONFIDENT

Insecure climate: People seem suspicious of local authorities.  
We need people get involved in local life.  
Need to adapt the territory to climate changes and involve population in this.



# WHAT HAS HAPPENED IN THE LAST 6 MONTHS

## All audiences events = How to reach out to local residents?

Farmers' market



June 2024

Public projection



September 2024

Meeting for traders



September 2024

Sustainable day



October 2024

Art festival


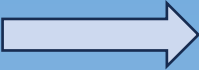



October 2024



## Cooperation with farmers

Partnership with the chamber of agriculture and farmers to :

- Encourage farmers to plant hedges  The CCPL will buy back hedge trimmings to use as fuel for the local swimming pool (biomass boiler).
- Encourage farmers to plant hedges to combat water runoff  Flood control
- New grant to encourage new farmers installation  The CCPL will increase the grant when the farmer commits to actions in favor of sustainable development





## Natural risks management



Floodings in the end of 2023, beginning of 2024, July



Priorities have changed

### **Big work with AUD and cities on how to best react to the risks associated with climate change**

If partners need :

This model risk management plan can be adapted to each area and used by all the partners in the SIRR project (local authorities, residents, associations, businesses). So we can translate and send it.



# University of Vechta

Knowledge Partner and Pilot Hub TrENDi



## TrENDi Pilot hub

**Setting:** Rural area, located in Lower Saxony, Germany.

**Main regional business:** Agriculture and Agricultural services.

**Challenges in focus:** Lacking civil society. Difficulties with involving SMEs. Housing problems. Hardly noticeable tourism.



## Our Vision: Entrepreneurship Education

- 🌿 The teaching of entrepreneurial skills as life skills that are relevant for personal development and fulfillment, finding and developing jobs and driving new (social) projects. These can range from associations at regional level to (social) enterprises and new start-up companies.

**Start-up  
awareness /  
40%**



**Start-up  
training (40%)**



**Start-up  
consulting and  
financing (20%)**



## Political Cooperation

- Cooperation with counties of Vechta and Cloppenburg & City of Vechta
- TrENDi target group: university members
- START:PUNKT target group: citizen of the Oldenburger Münsterland region



# Challenges



**Divergent objectives:** Entrepreneurship Education vs. Political

legitimization through company foundations (qualitative vs. quantitative)



**Third-party funding:** reduction of team size due to expiring funding



**Physical representation:** Move out of the start-up center due to expiry of the rental agreement with the city of Vechta



# Highlight I: fourth edition of the TrENDi SANDbrain Summer School on Sardinia

- 🌿 September 29<sup>th</sup> to October 4<sup>th</sup>
- 🌿 In a design-thinking-inspired process of business development, students developed real-life solutions for the Glasgow Ranger's charity foundation.



# Highlight II: Children's theater play “The Idea”

- 🌿 Kick-off of the Lower Saxony-wide tour of the children's play “Die Idee’ (The Idea) on August 14<sup>th</sup> at the University of Vechta
- 🌿 Part of TrENDi’s ambition to focus more on entrepreneurship education in schools





# Future Realignment I: Social Innovation

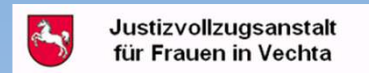
- 🌱 Fostering student engagement (e.g. Summer School)
- 🌱 Entrepreneurship education in schools (e.g. children's play 'The Idea')
- 🌱 Stronger focus of teaching on the above-mentioned subject area
- 🌱 Greater campus presence: start-up container as a central point of contact for students







# Future Realignment II: International Project Work





## SIRR - Added Value

- 🌱 Hub Report: critical reflection on stakeholder engagement
- 🌱 Studentwork Mojdeh Sabeti: 'How can campus-based hubs foster student engagement (aimed at social innovation)?
- 🌱 Digital Seminar: opportunity to present & learn about relevant hub topics
- 🌱 Thematic Working Groups: strengthening collaboration among hubs





## SIRR – Future Perspective

- 🌱 Exchange with Holohouse on e-learning focusing on sustainability, innovation and future competencies
- 🌱 Exchange with other hubs on their multi-helix stakeholder strategies and actions (e.g. strategy workshops, informal exchange)
- 🌱 Fostering of alliances for international project work beyond SIRR



# Municipality of Lysekil

Hub Pilot



**Setting:** Rural/Coastal area in the Västra Götaland County (Sweden). Located by the North Sea.

**Main regional business:** Fishing. Stone industry. Oil refineries (Preemraff Lysekil). Tourism.

**Challenges in focus:** Housing problems. Issues with engaging young citizens. Infrastructure below and above the water surface. Skills supply. Common strategy for the local area with Multi Helix actors to continue the sustainable development.





# Lysekil, the last 6 months

Anne Bergeld Gunnäs quit her position at the municipality of Lysekil, started at the municipal association.

New project leader:

Elisabeth Jonsson, business advisor

Teresia Christborn is still in the project



# Current focus: Regrouping: The municipality = hub

By collaborating with local businesses, civil society, academia and networks, we aim to increase trust in the municipality as a partner to take the next step towards the development goal of transforming into a sustainable coastal community, where innovation is a crucial piece of the puzzle.

Identified success factors:

- developing communication with target groups
- building closer relationships and collaborations



# How do we achieve this?

- Storytelling: Share what we are doing and highlight our success stories
- Engage target groups: Create ambassadors
- Establish new internal and external forums
- Work closer together within the administration





# During the project, the following will take place

- 🌳 Strategic platforms will be used and strengthened as hubs for local innovation.
- 🌳 Strengthen the connection to the regional and national innovation system.
- 🌳 Work towards long-term competitiveness.
- 🌳 Utilize the multi-helix model to form partnerships between municipalities, academia, knowledge institutions, local businesses, and civil society.
- 🌳 Identify and test models and best practices.
- 🌳 Harness the strengths we have in our local communities.
- 🌳 Work on local cohesion and co-creation as a tool for increased local competitiveness.

...





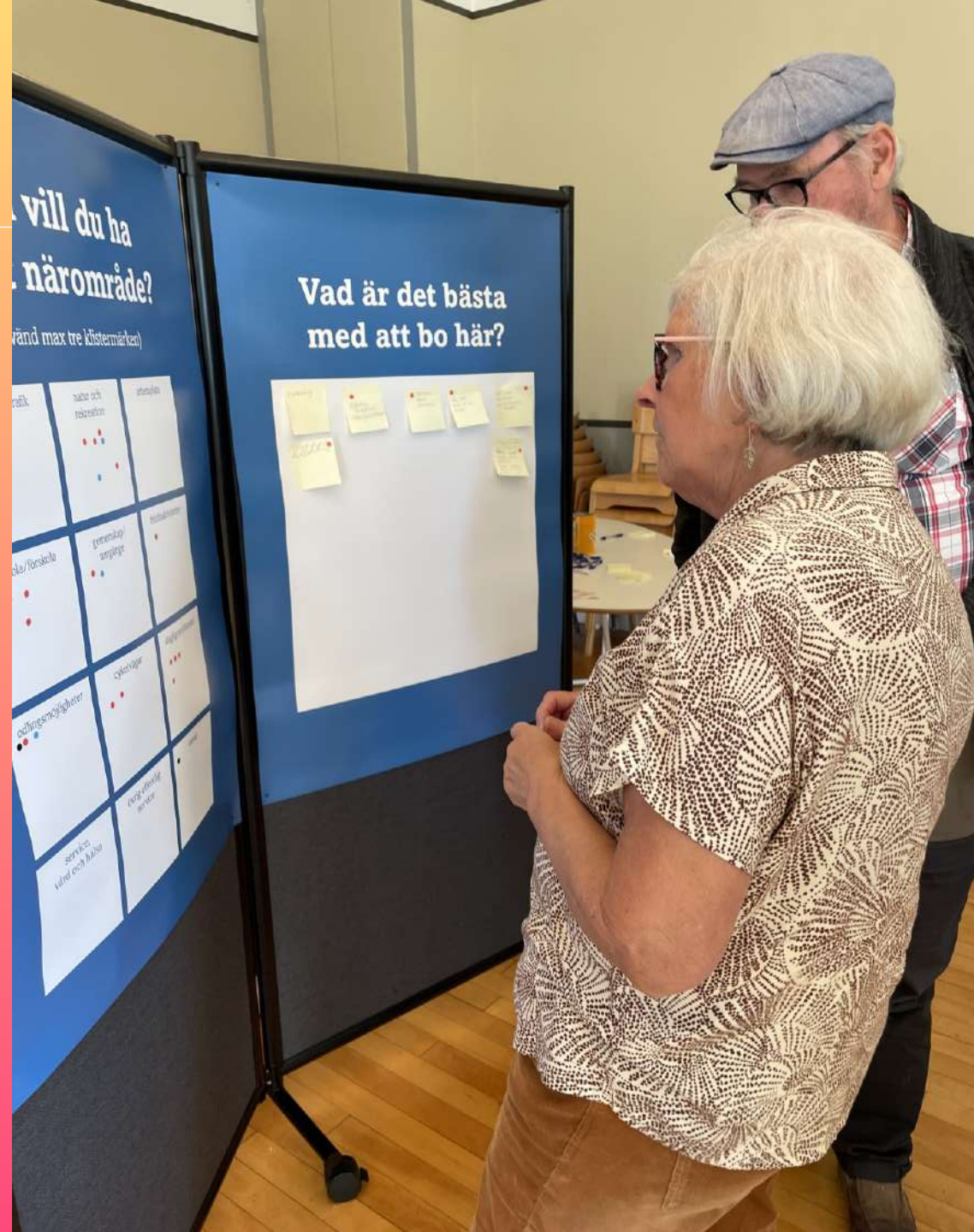
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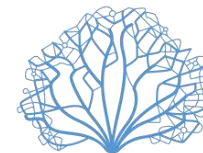
...

- 🌳 Conduct activities to become a more attractive rural municipality where human.
- 🌳 Interaction forms the foundation for the green transition.
- 🌳 Exchange knowledge and experience across the North Sea region.
- 🌳 Strengthen rural areas and create counterweights to general urbanization.
- 🌳 Develop a group to support the sustainability perspective in development goals.

# On the way!

- Forum group for a better business climate
- Forming a business team
- Dialogue meetings with civil society
- Reference groups
- Broaden existing collaborations
- Deepening the connections to research institutes in sustainable development and driving business actors
- Developing a place branding together with the business and tourism sector.





# Trying new paths - Together!

Jag är en del av  
**SOMMARGATAN**



lysekil.se/sommargatan



## Vad vill du ha i ditt närområde?

(Använd max tre klistermärken)

kollektivtrafik	natur och rekreation	arbetsplats
skola/förskola	gemenskap/ umgänge	fritidsaktiviteter
odlingsmöjligheter	cykelvägar	dagligvaruhandel
service, vård och hälsa	övrig offentlig service	annat



Vi vill utveckla ett hälsosamt och tryggt område för våra medborgare. Vi vill ha ett område som är attraktivt och som lockar till nya företag och verksamheter. Vi vill ha ett område som är bra att bo i och som ger oss en god livskvalitet. Vi vill ha ett område som är bra för våra barn och ungdomar. Vi vill ha ett område som är bra för våra äldre. Vi vill ha ett område som är bra för alla oss.

## Tillsammans stärker vi företagsklimatet

En god företagsklimat är avgörande för en kommunens positiva utveckling och hälsa. Därför har politiska valt att lyfta det som ett av kommunens fyra utvecklingsområden för att göra en framtidsplan tillsammans med näringslivet.

### En positiv spiral

Utvecklingsområden ska ta oss till framtiden – att vara en hållbar och attraktiv kommun året runt. Med ett förbättrat företagsklimat kommer det verksamheter att etablera sig i Lysekils kommun. Det leder till att fler väljer att bo och arbeta här vilket gör att vi kan satsa på utveckling av kommunen både för invånare, företag och besökare. En positiv spiral, där investeringar och framtidsplan skapar ett för att nå det som vi vill ha en förändring som som samlar de resurser som arbetar med näringslivet.

Vår utvecklingsområde arbetar nära företagarna och i kontakten med företagslivet till att man hittar lösningar. Vår egen verksamhet stödjer även handlare och företagare vid utvärdering och strategiska stöd för verksamheten i Lysekil. Vi jobbar i ett samarbete med näringslivet genom olika nätverk och forumgrupper.

### Skapar de bästa företagsklimatet

Skapandet av ett bra företagsklimat är ett långsiktigt arbete som kräver ett stort engagemang från Lysekils kommun, besökare och företag. Vi arbetar tillsammans med näringslivet för att skapa de bästa företagsklimatet.

### Ska vi ses?

Har du ett företag? Vi vill gärna höra på dig om: dina känslor, dina och din verksamhets behov. Du får träffa politiker och tjänstepersoner från Lysekils kommun, besöka oss på våra planer och utställningar och få info om vilken stöd som finns att få. Till exempel kan vi hjälpa dig att få kontakt med rådgivare, finanslärare och utredningsmyndigheter – både kommunala och privata aktörer. Vi kan även kolla dig och ditt företag till rätt person inom kommunförvaltningen.

### Kontakta oss gärna

Elisabeth Jansson  
Näringsutvecklings  
och näringslivet  
Kontakttelefon: 023-61 31 00



# The association Stenvad Mosebrug

Hub Pilot



**Setting:** Rural area located in Central Jutland Region and belongs to Norddjurs Municipality.

**Main regional business:** Agriculture. Tourism.

**Challenges in focus:** Housing problems. Citizens still identify the hub with its previous role (museum, old factory). Issues with engaging young citizens. Limited resources. Local history as a development driver and strengthening of the local area - local identity. Biodiversity, nature accessibility and sustainable tourism - the green profile - activation of the surrounding nature.





# OUR SIRR TEAM





That's the lay of the land" a study tour -  
Realdania





01.11.2024

# New board

In May and June

- Challenges of being an organization with public subsidies
- Difficulties with views and values regarding the overall vision for SM

Result for the Organisation:

- New Board
- Collective vision, common goals, Constructive co-creation.





A new plan without a train!





## Current focus towards achieving our hub's vision?

- Prioritization
- Networks and partnerships
- Involvement and everyday life
- Evolution - a sustainable meeting place, museum, cultural center and Hub

## Challenges

- Resources
- Political support
- Is the local area ready/mature?



# SIRR Value

- Partnership meeting
- Skagen
- Multi-helix
- SIRR has matured us ... administratively and organizationally
- Forced to document and evaluate
- Are you big enough to be part of an EU project. To be in and contributes to this project, has weight, it is recognized that we receive support from the major funds and are a part of SIRR
- Knowledge and new understanding / from our colleagues



# Gains from the SIRR project moving forward?

How can we use Academia more?

Academia to the people about rural development, volunteering. Presentations to our network, citizens, etc.

Can we be co-researchers on projects about resilience in rural areas.

The five legs: What creates an area. Shared history, space, agreement on what the area is geographically, identification.

Where are the boundaries already today.

How do you create the cool community across villages and backgrounds?

The history

The workshops

The culture - Artifacts people should be able to see themselves in the space they enter.

The values the communities

What needs to be done to get people out to Stenvad?

Which activities attract which kind of people.

The perfect organization, for a rural development hub, which also is a project hotel.

Can we make a trip to the three hubs in France, for stakeholders, village cluster....

Knowledge, inspiration, help, support and lovely people to share the journey with

## Other hubs you would like to collaborate with?

- Thematic culture and involvement - France
- Thematic Innovation hub development - Vechta - with Business Djursland
- Thematic Project Organization - Skagen
- Thematic sustainable tourism and biodiversity - partners around Kattegat

## How will/can you contribute?

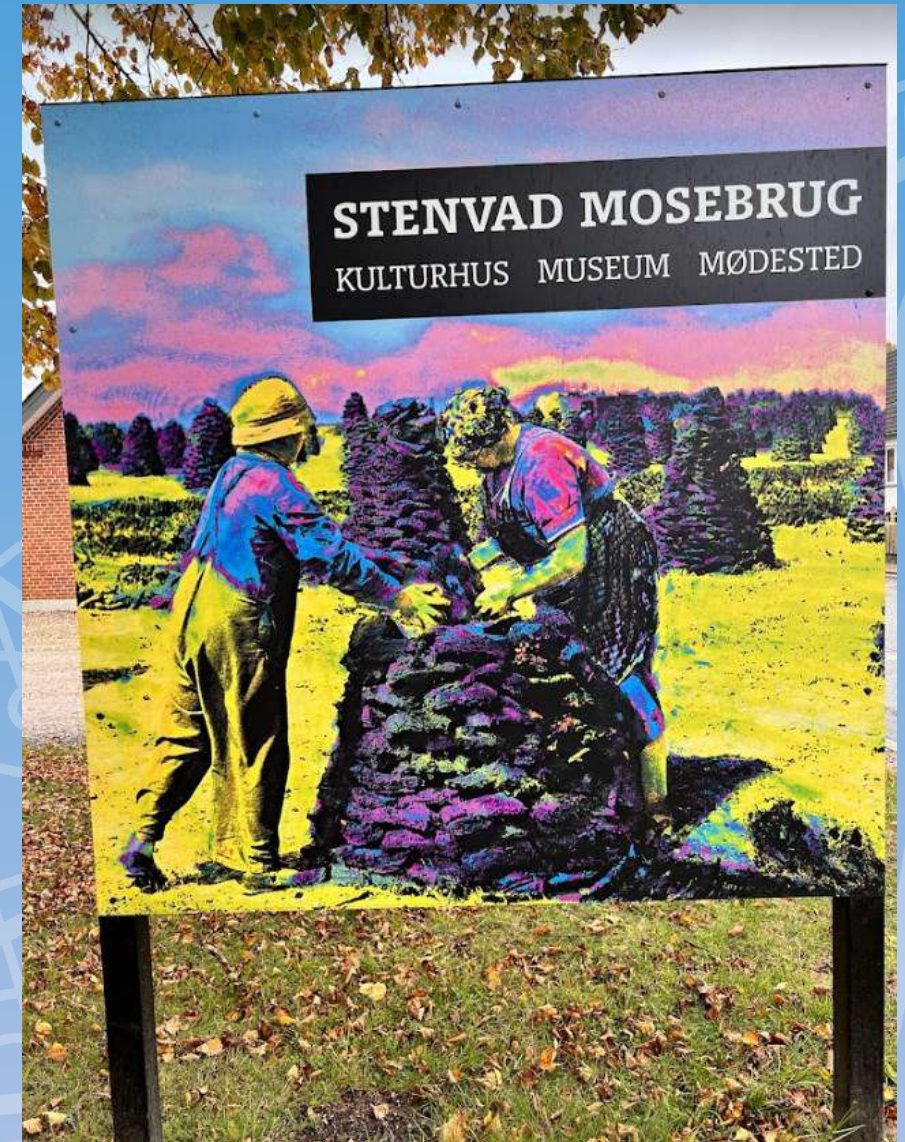
- We would like to make the area, building, organization available, share our practice.

All photos from the Partnership meeting i April – Adam Bindslev

Project on our own site: <https://stenvadmosebrugscenter.dk/projekter/>

Project on SIRR: <https://www.interregnorthsea.eu/sirr/pilots/the-association-stenvad-mosebrug>

Facebook: <https://www.facebook.com/search/top?q=stenvad%20mosebrug>



# City of Louvigné du Désert

Hub Pilot



**Setting:** Rural area in the Ille-et-Vilaine department in Brittany in northwestern France. Located on the Cadomian chain.

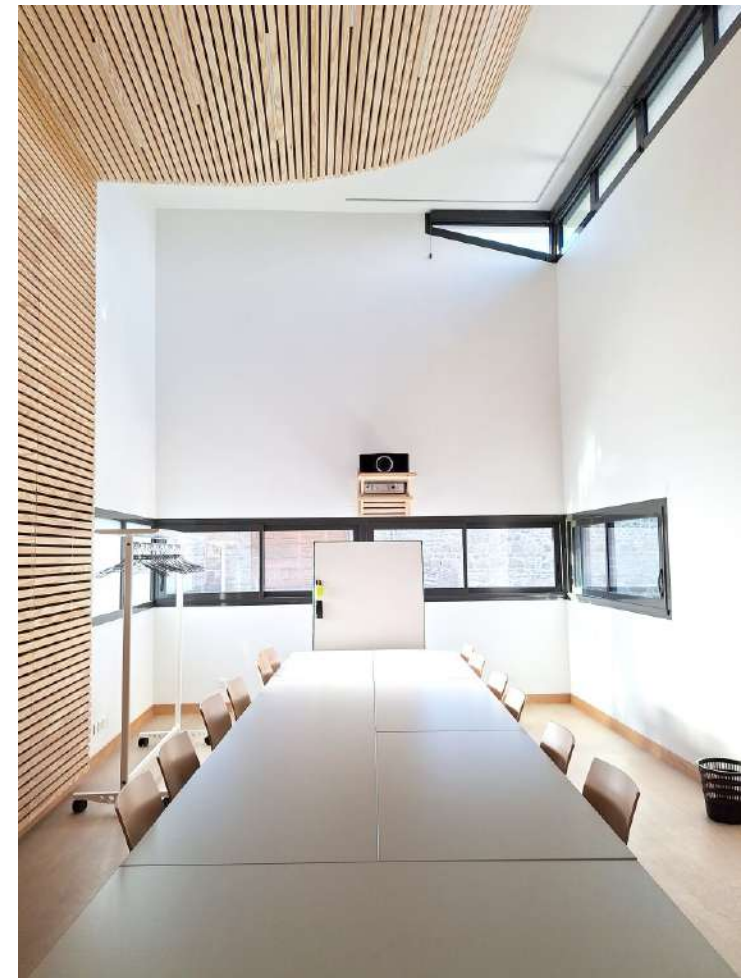
**Main regional business:** The exploitation of granite. Manufacturing.

**Challenges in focus:** Lacking academic support. Issues with engaging young citizens. Boost the economy of the rural areas. Support the ecological transition of the territories and limit the urban sprawl. Encouraging innovation and the emergence of entrepreneurship.



# The journey to the HUB : (2014-2024)





## Key drivers for LDD's HUB :

- ❖ Powering up **Social Entrepreneurship**: launching a tailored training program
- ❖ Addressing the unique needs of **local community** organizations
- ❖ Transforming the **Digital Museum** into a vibrant hub for connection and collaboration







# Our main challenges:

❖ **To be identified** as new equipment

*To position ourselves as new equipment*

❖ **To be identified** as a place of innovation

*To position ourselves as an innovation center*

❖ **To be identified** by stakeholders:

What can we find there ?



# Municipality of Sotenäs

Hub Pilot and Lead Partner



**Setting:** Rural/Coastal, area in the Västra Götaland County (Sweden), Located by the North Sea.

**Main regional business:** Maritime activities, Tourism, Fishing, Symbiosis businesses

**Challenges in focus:** Lacking civil society. Excessive emphasis on individual-level collaboration with specific representatives of the organization rather than fostering a broader organizational engagement (personal business attachment). Issues with engaging young citizens. Housing problems.

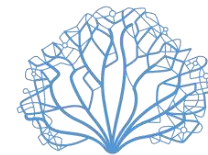


# SOTENÄS CENTER of SYMBIOSIS

## **SIRR has never been as relevant as know!**

The recent six months has been a period of reforming the hubs direction. Efforts has been focused on identifying and connecting to new stakeholders, establishing stronger relations to existing partners and ... but also reaching out within the internal organisation for more efficient and fruitful collaborations.





## HIGHLIGHTS



### Organisation and business development

- Hub analysis and development # 3 WS
- Collaboration formats within the organization
- Adjusting focus towards common goals

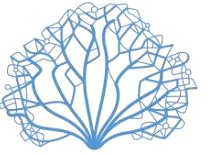


### Study trip for consensus with multi-helix actors



Facilitating private actors for a sustainable harbour and environment efficient fishing industry





## OTHER PROJECTS

Harbour development

Sustainable marine industry

Business model  
for new standards within  
waste management

Green protein and  
biorefinery

What's on  
in  
Sotenäs?

## SHAPING THE ECO SYSTEM

Co-creation projects and  
activities

Revitalize and formalize  
established relations

Mapping of Stakeholders

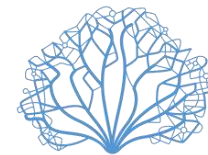
## ORGANIZATIONAL & BUSINESS DEVELOPMENT

Hub progression and focus  
onwards

Internal collaboration

Maintenance-focused  
to proactive

FOCUS



## FOCUS - REACHING OUT TO CIVIL SOCIETY & NGO



### Educational Initiatives through SIRR

Sotenäs School Concept  
Blue School  
Youth Enterprise



### Climate pledge no. 3

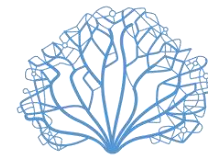


### Open Innovation



### Communication - reforming and retargeting

(Employer Branding, Value proposition on multiple levels)



## CHALLENGES – CHANGES – SURPRISES

-  Communicating our Value Proposition
-  Moving forward in the absence of guidance and management
-  Establishing new collegial relations
-  Develop, define and maintain our core business
-  Adjusting to an uncertain political landscape
-  Staying focus in an unsteady time of transition
-  Advancing in reaching new target groups





## VALUE

SIRR gives us time to reflect and resources to focus on developing the hub in a time of transition

What's on  
in  
Sotenäs?

## FUTURE ASPIRATIONS

Enhance and celebrate cultural heritage in order to foster and strengthen local pride and sense of community

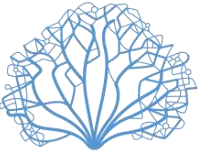
Communication strategies

Best practices

## COLLAB.

Landuse  
Youth collaborations  
Digital interaction  
Stakeholder fostering  
Establish strong local presence

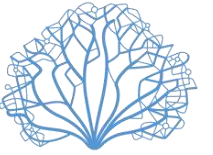




## FINAL DIALOUGE AND REFLECTIONS

- What will you bring with you after today's session?
- Any Hubs you will call after this meeting?
- Any challenges or changes you recognize?
- What have you learned?
- What can we do better together in SIRR?
- Other reflections?





- ❖ REMINDER - Training & Talk 15/11 “ Sustainability 4 everyone”
- ❖ MENTIMETER - One last question

Go to [www.menti.com](https://www.menti.com), use the code: 3384 0200

Or use this QR:





SIRR

SIRR: Sustainability, Innovation and Resilience in Rural areas