

STORY TELLING

The use of history
to strengthen local
identification



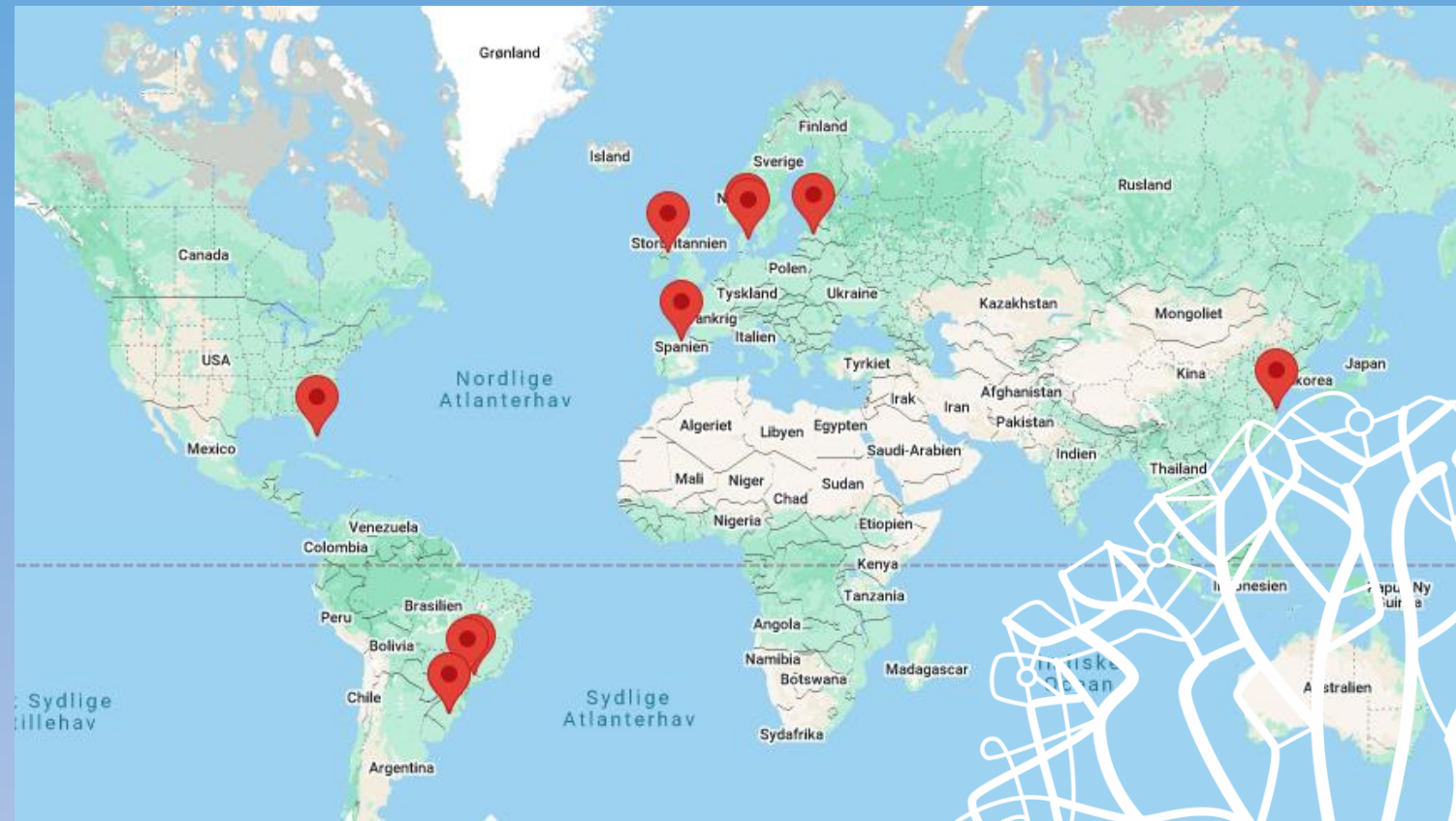
Founder entrepreneur patron

Thriftiness, adaptability, industriousness



Global company

Local pride



Ever changing focus

- 🌿 From peat for fuel to soil enrichment
- 🌿 From sawdust to plywood
- 🌿 From fuel pellets to animal feed
- 🌿 From peat reliant to peat free



Everyday inventions

Permeating the industry



A simple object

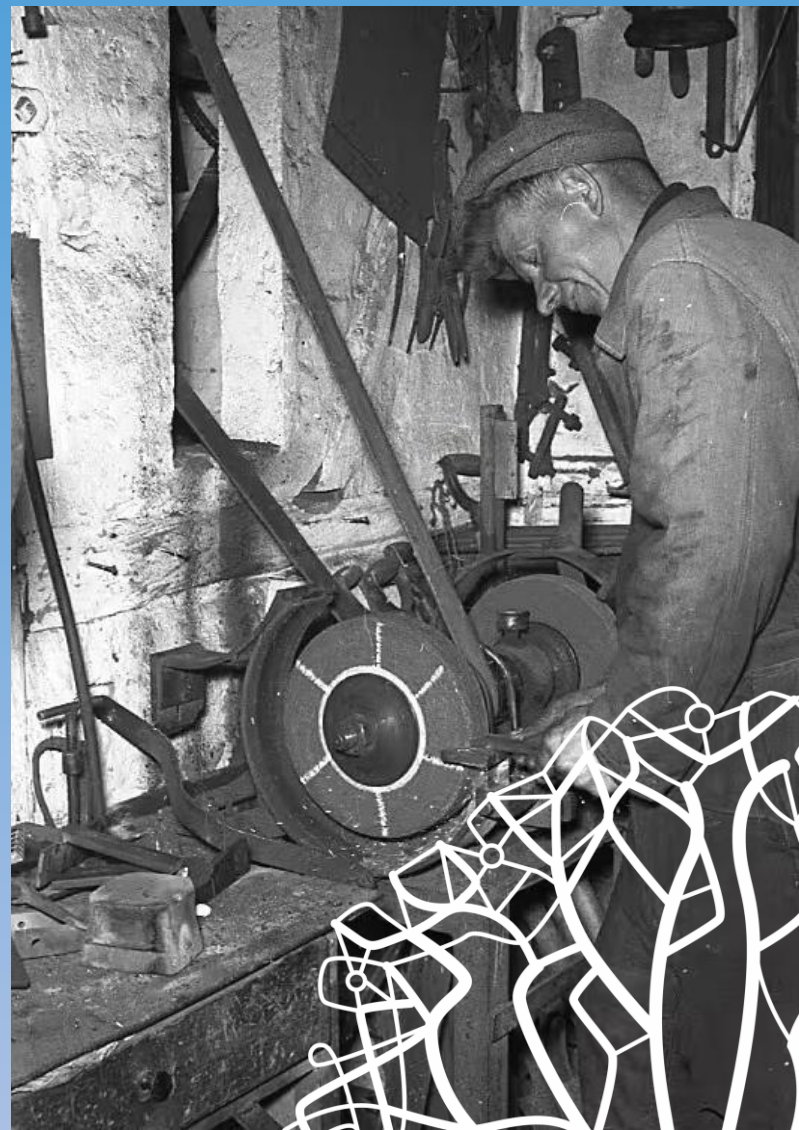
An important tale



The only way is the railway



A man, a plan, a moped







Storytelling in a rural area under pressure

- 🌿 Local pride in a successful business
- 🌿 Relatable historical figures
- 🌿 Proximity in time – parents
or grandparents
- 🌿 Visible remains
- 🌿 Values and skills still present
- 🌿 Ownership in history and shared values
- 🌿 Community by story

Can we help change
a narrative of decline?

