



Framework Programme 2000 – 2002

The Cultural Heritage of the Industrial Society in Västernorrland County

Introduction

The framework programme has been set up as a consequence of the Regional Growth Agreement for Västernorrland, "*Västernorrland – a country to live in*", in which the action "Culture and Cultural Environment" among other things identifies the cultural heritage of the industrial society as a way to strengthen the living environment and attractiveness of the county. The text of the Growth Agreement in itself is a consequence of the county programme for the cultural environment, "*With the future in view*", produced jointly by the County Administrative Board and the County Museum in 1997-1998, where the cultural heritage of the industrial society is included as one of four themes to be spotlighted in the county. The programme for the cultural environment in turn was a consequence of the programme of objectives of the County Administrative Board: "*A future in Västernorrland. Objectives and strategies 1995-99*".

This initiative has led to broad regional interworking between the County Council, the County Administrative Board and the municipalities in the county, as well as businesses and associations, to co-ordinate input for cultural environments. Furthermore the Chamber of Commerce in the counties of Jämtland and Västernorrland, the Federation of Trade Unions in central Norrland and representatives of associations for adult education have been given the opportunity to monitor the content. The framework programme forms the basis for future efforts within the theme area. It is to be carried out in conjunction with a framework programme with the same name, encompassing the whole county, "The Cultural Heritage of the Industrial Society" applying for co-funding through the new EU structural fund, Objective 1, due to be in force from 2000 to 2006.

The framework programme for the cultural heritage of industrial history in Västernorrland is part of a holistic scheme. In accordance with the Growth

Agreement, we wish to strengthen the county's living environment and attractiveness by spotlighting and vitalising the cultural heritage and cultural environment, and by making them more accessible and increasing awareness of them. We wish also to contribute to a strengthened, more diversified and rejuvenated business community in the county, and to contribute to a strengthened structure for knowledge and competence development, principally through business-oriented training and R&D, increased access to training and R&D and contribute to a favourable attitude towards training and enterprise. The work furthermore shall be characterised by equal opportunities and a democratic perspective.

Background

Forestry is Sweden's most important basic industry. It has its roots in Västernorrland County, and is still strongly represented in our county. About 80 per cent of the county consists of forestland.

The business sector in the county rests on two main pillars – energy and transportation. Water and the forest have been prerequisite for the energy production that has played an important role in industrial development in the county. Water has also been a pre-condition for the significant activities of shipping and log-driving.

The abundance of forest and waterpower encouraged industrial projects as early as the reign of King Johan III (1568-1592), when the Crown built water-driven sawmills along the lesser watercourses. During the subsequent era of ironworks, several small industrial communities were built all over the county, based on waterpower and charcoal. They lost in importance when, in the late 19th century, the sawmills took over the role of the ironworks. At the same time, steam power arrived, a new technology that was to revolutionise forestry. The sawmills were moved down to the coast, and the timber was shipped out to the rest of Europe. The river mouths and adjoining coastal areas went through dramatic social development, which created a new social, political and intellectual order.

The new conditions for industrial projects attracted financiers and industrialists from both in and outside Sweden, and there was an immense demand for workers in the new industries. In the 1870s, workers streamed in from other parts of Sweden to Västernorrland to an extent that was comparable with the emigration to America.

This dynamic development gave birth also to political interest and political activity in a county that according to the County Governor Curry Treffenberg was "characterised by church anarchy and political radicalism". Here the foundations were laid for one of the main chapters in the history of Swedish politics and trade unionism. It was not by chance that the Sundsvall strike of 1879 made such an impact, nor that the Lunde shootings took place in the left-wing area of Ådalen. These settings have been depicted in literature by Olof Högberg and Birger Norman among others.

A large part of the wealth generated by industrial development was invested in buildings of great architectural value – the "stone town" of Sundsvall, the works mansions and large wooden homes with decorative carvings typical of the age. The new popular movements made their mark with their own meeting places, prayer houses and community centres, some simple, others more ornate. The companies built housing and sometimes churches near the industries, and around them communities sprang up, with shops, craftsman's workshops and associations. The school system was improved, as were healthcare and medical care. This structure from the early days of the industrial epoch still exists in many parts and forms a starting point for continued development.

Västernorrland of today reflects the growth of the industrial society, not least as regards the location of population centres and communications. But the industrial heritage is evident not merely in the physical remains. It is also to be found in the traditions, gender roles and ideas. Together with the traditional role as a meeting place for different cultures, this gives strength and confidence to face the future.

Programme content

In connection with the county programme for the cultural environment, "*With the future in view*", it is stressed that our visions and objectives for the preservation of cultural environments in Västernorrland are based on the national goals presented in the government's cultural policy proposal (1996/97:3 Kulturpolitik).

The framework programme complies also with the government directives for "*The Delegation for the Cultural Heritage of the Industrial Society*" (Dir. 1999:60), and with previous government statements regarding investment in the cultural heritage of the industrial society (prop. 1997/98:1, utg. omr. 17, dir. 1998:43).

In order to fulfil our visions and the national and regional goals, we have focused on four concrete objectives, accommodated in three actions.

Objective 1: Influencing attitudes

- We must strengthen people's awareness of history. Through increased *knowledge*, people shall be given the tools to detect the historicity of the landscape, language and traditions – the traces of human life and the past. This awareness will create increased tolerance of contemporary diversity and complexity.

Example:

The research project supported by the County Council - "Identification and complexity of north Swedish sawmill communities", carried out by the former director of Sundsvall Museum, Håkan Berglund.

Objective 2: Increasing accessibility

- Archives, collections and other testimony shall be *accessible* to everybody. We make visible accounts and interpretations that increase the diversity of historical and cultural dimension, as well as improving information about our cultural monuments.

Example:

By digitalising for the Internet specific archives of industrial history, accessibility is improved. The log-driving archive at the National Archives in Härnösand, geographically speaking, deal with both Västernorrland and Jämtland counties. This archive could be processed for digital use.

Objective 3: Use of resources

- We will work to ensure that cultural heritage and cultural environments are always respected as a *resource* in all national planning. Awareness of the importance of the

”place” in people’s identity processes raises the quality and *commitment* to the design of new places. We use our sense of history when we are making decisions that concern our future.

Example:

The communications project ”Sundsvall ‘stone town’– cultural heritage with a commercial slant” was started in 1999 and is continuing in 2000. Here the County Administrative Board and Sundsvall Municipality wish to communicate with different groups over the unique cultural environment that the ”stone town” represents and over the prospects of both preserving and developing the setting.

Objective 4: Sense of responsibility

- We will work to ensure that all sectors of society and all citizens take *responsibility* for our cultural heritage.

Example:

The Galtströmståget Association is re-creating the works railway that once transported iron ore and manufactured products within the area. In their work they highlight the importance of the works environment to those living in the region, to the owners SCA AB, to Sundsvall Municipality and to the County Administrative Board. The association therefore takes a big historical responsibility.

Actions

Introduction

The framework programme aims at three actions – preserving, knowledge-building and cultural industries. For a number of years Västernorrland has made investments to preserve historic industrial environments such as Svartvik, Galtström and Gålsjö. Also other objects connected with the industrial society, such as the community centre Tors lokal and Babelsberg are included. Not least of all, Sundsvall's stone-house quarters have been continuously renovated. Business interests have long been working to increase awareness of preservation issues of this kind – craftsmen, entrepreneurs, consultants etc. But detailed knowledge of our industrial heritage is provided and passed on by museums, colleges and universities. Local knowledge and strong commitment come from associations, property owners, rural development, schools, individuals etc. The combined knowledge and commitment of the interested parties form a platform on which to build, which enables a development perspective.

Action 1: Preservation

The aim is for us in Västernorrland to be able to give as comprehensive a picture as possible of our industrial history, preferably based on physical settings. Västernorrland is one of the few counties to have carried out a total sectoral inventory of an industrial sector, in this county for obvious reasons, forest-based industry. On the basis of this inventory, the goal should be through a selection of the best-preserved environments to seek to present and bring to life the stages of the forest-based industry, using the plan growing tree -felling-driving-grading-sawmill- pulp factory-papermill-transport and processed products where appropriate. An important complement to this industrial sector is power production, which should also be given a place in the context of preservation. Many of the environments that we would like to present in such a context however are physically gone forever. Therefore, the presentation must contain other media for presenting phenomena. The work methods can vary. Objects of interest can be both written and verbal by nature; exhibitions, dramatisations, film productions, communicated via IT media etc.

It should be possible also to illustrate the growth of communities in connection with the expansion of the wood industry. This includes the evolution of the labour movement, popular movements and the Free Church movement. The special polarisation that at an early date characterised Västernorrland, and which still today can be powerfully experienced, should be illustrated in a clearer and deeper perspective.

Example:

Svartvik open-air industrial museum is an example of a well-preserved physical environment, which forms the starting point for many interested parties' accounts of the industrial history of both the place and the region, at the same time as they provide an attractive environment for the visitor.

Action 2: Knowledge

Special efforts and a marked responsibility for industrial history in Västernorrland require professional and well-planned knowledge building, based on research. A professorship in industrial history therefore should be established at Mid-Sweden University (Mitthögskolan). In view of the business structure of the county, with large forestry companies and related large archives, a professorship at Mid-Sweden University should be attractive also for local research.

Knowledge building around industrial history that takes our county as its starting-point should also provide good opportunities for interdisciplinary projects on other social issues. These can deal with for example education, migration, gender roles and other social issues that make up the cultural heritage that has evolved in connection with industrial history.

Knowledge building can be found, not only in the world of scientific research, but also in other sectors of society. Part of the drive to achieve continuity both in activities and environments can be to support such initiatives that aim to pass on knowledge to different groups and interests. In this, levels of schooling other than university and college are important. Both comprehensive schools and upper secondary schools can contribute to increased knowledge building. Initiatives within adult education should also be promoted.

Example:

Sundsvall's Västermalm School, an upper secondary school, is producing a model for active educational use of the industrial history of the Sundsvall district within as many educational programmes as possible. It can be used in many ways in many subjects, and both problem-setting and study visits can be based on local history.

Action 3: Culture industries

There are many cultural settings that have arisen in connection with the cultural heritage of the industrial society. Several of these should have considerable potential as regards the development of business concepts and operations. By supporting enterprise we can also see possibility of financial viability after any project input. Enterprise should address the creation of a mix of activities in our cultural environments, where cultural activities such as events, concerts, and theatre jointly

create an enhanced experience of the environment. Also innovative thinking with elements of new activities should be able to find a place in a well-preserved cultural environment. This in order to make the environments attractive.

Naturally, we principally imagine developments revolving around tourism issues. Tourism is today the world's fastest-growing industry and employs many people. It is also a fact that the fastest-growing branch of tourism is cultural tourism, that is, tourism that is based on activities concerning culture or cultural environment. The Mitt Sverige Turism Foundation, which is the body for regional tourism, in its operational plan affirms that the base for tourism in Västernorrland is the high value of the county's nature and cultural environments.

A special action programme has been produced in order to develop cultural tourism in Västernorrland. Co-operation should be developed and intensified between the museums and tourism education at Mid-Sweden University and the regional tourism body Mitt Sverige Turism. In order to develop cultural tourism, we should also consider joint work with programmes of information and sign-posting, marketing and Internet contacts, and intensified media contacts.

We would here like also to emphasise the importance of following up previous tourism drives. One example of work already carried out sorts under the EU *Pleiades Project*, a co-operation project with other EU Member States, in which Västernorrland has participated together with Aude in France, Denbighshire in Wales, Friesland in the Netherlands, Galicia in Spain and the Shannon region of the Republic of Ireland. It has dealt with the creation of tourist itineraries in each region. The base in Västernorrland for the project named "Forests and water", has been industrial history, featuring the sites Haverö strömmar in Ånge Municipality, Österström works environment and Åsen sawmill site in Sundsvall Municipality, Brynge sawmill site in Örnsköldsvik Municipality, and Gålsjö works and Nämforsen Rapids in Sollefteå Municipality.

All the sites should be included in a future framework project. The established relations and experience gained through the Pleiades Project are necessary to us also in the future. They should be utilised in future efforts in cultural history.

However, development issues within the culture industry concern more than just cultural tourism. Interesting development projects that concern processing raw materials, product development and research into wood as a raw material have a natural link to the industrial history of the county. One example is the project "Wood Network 2000 (*Nätverk Trä 2000*)" – a market-oriented co-operation project between wood-processing and sawmill companies in Västernorrland. Perhaps new products can be marketed in old settings? Product development can of course also be linked to a cultural environment or some form of historic phenomenon, event or similar. Developments on issues concerning the culture industry benefit also from links with the IT industry.

Example:

The Computer Association in Sundsvall wants to develop both new Internet portals and new products for the music industry. Possibilities also to develop other sectors in the culture industry such as theatre, the films, and not least activities in cultural tourism, are deemed considerable. Therefore the Computer Association in Sundsvall wishes to investigate possibilities in a similar way to expand portal work and the flora of products revolving around it.

Priorities

Subprojects aimed to develop ideas for cultural tourism based on specific historic environments connected with the cultural heritage of the industrial society and the establishment of visitor centres in connection with them should be carried out within this framework programme and should apply for co-funding via Business Action 1.2 - Areas with Special Conditions.

Subprojects with planned knowledge-building within industrial history and interdisciplinary projects on other social issues, i.e. education, migration, gender roles and other social issues related to industrial society and based on research, should be carried out within this framework programme and should apply for co-funding via Business Action 1.3 - Strengthened Infrastructure for Competence Development and R&D.

Subprojects aimed to document, preserve, restore, or inform on the theme of the cultural heritage of the industrial society, and which have a bearing on the above actions and strategies, should be carried out within this framework programme and apply for co-funding via the Development of Life Environment and Infrastructure Action 4.1 - Attractive Regions and Protection for the Environment.

Annex 1

Quality thinking

In order to develop the county on the basis of the cultural heritage of the industrial society – a job that requires energy and enthusiasm, creativity and reflection – the quality requirements should be set high. Quality is defined as all the combined properties of a product that give it the ability to satisfy explicit or implicit needs. What needs do we want to satisfy?

To the County Administrative Board, the quality goal is for as many persons as possible to have access to knowledge of our history for future development. If as many as possible are able to communicate around our history, potential for understanding and respect increases. Another quality goal is for access to the physical cultural heritage to be provided to as many as possible.

But how do we assure the quality of the input? Quality assurance encompasses all planned and systematic actions carried out to provide sufficient assurance that a product shall meet set quality requirements. To assure quality one must create an organisation, and define responsibility, routines, processes and resources for managing and controlling operations with regard to the quality that is to be achieved.

The project owners who, with the action plan as support, wish to run project work, are responsible for defining the quality they wish to achieve with their work. If it is a project to renovate antique objects, then the quality can be defined for example in relation to ethical considerations concerning restoration, historical credibility, traditional craftsmanship and material that is acceptable from an antiquarian viewpoint; if it is a project in cultural tourism, then quality can be defined in relation to service and information provided.

Annex 2

Follow-up methods

(Basis for discussion)

Follow-up of the input in the framework programme can naturally be of the traditional kind, i.e. the number of funding kronor distributed to each project by contributing parties, contributions to types of action, contributions by year, by municipality etc. Furthermore, the follow-up can be done based on the number of visitors, number of guest nights, number of programme items, number of activities.

National statistics that are available, for example those presented by the Swedish National Council for Cultural Affairs in the report "Culture in a regional perspective" (1999:4), engage in summaries of the results achieved with different grants by county. The statistics are based on the spending authorisation given to the Swedish National Council for Cultural Affairs by the government for 1999. The summaries are of the following types: regional grants from the Swedish National Council for Cultural Affairs by counties and as a percentage of the population by counties, number of kronor per inhabitant by counties, contribution from the Swedish National Council for Cultural Affairs to areas of activity of the type museums and exhibitions, libraries, music and drama. This too is presented in kronor per inhabitant, as is the outcome of funds granted by different authorities by county, for example funds from the National Heritage Board. Here can also be found visitor statistics for state museums, as a sum total and by county of residence, and tour statistics for national exhibitions etc.

Grants distributed throughout the country can be interesting in a regional perspective. Also visitor statistics become interesting in a national perspective, especially since the goal of many activities is to reach as many persons as possible. But both distributed kronor and frequency of visitors lack information about the qualitative aspects of the activity. This should be a goal for the follow-up of cultural activities.

Methods for following up activities in connection with the framework programme can principally aim at a similar presentation to that of the Swedish National Council for Cultural Affairs, that is, funds distributed and frequency of visitors. The latter naturally applies to projects that are designed above all for visitors and the statistics can present tourists/ local population. It should also be possible to divide funds granted into state/municipal/business. One might possibly consider which operations and activities people say they are interested in. Then one of the goals would be to try to initiate such a type of project. Then one could measure both the activities and the number of participants/ visitors.

But if we speak of regional development, which is one of the most important elements in a future framework programme, then naturally there are aspects such as the number of newly-started companies, new jobs, the financial income of the operations and the part in the total development in the region.

Here one should study the *"Essen Declaration". Ten guidelines for culture industries in Europe*, as a result of the international Congress of Experts "Culture Industries in Europe – A Comparison of Regional Development Concepts". The congress took place on 19-21 May 1999 in Essen, Germany.

The purpose of the guidelines is to strengthen the future-oriented activities within the culture industries of Europe and to give impulses for local and regional development. The term "culture industries" covers above all economic activities and private-sector services in the fields of art, culture and media. The guidelines stress the economic and cultural significance of the private-sector culture industries and put forward many ways to strengthen them through political initiatives on economic, cultural and urban-development strategies.

In the ten guidelines, it is stated among other things that the culture industries are an independent economic sector. They can secure and create permanent jobs at regional level and contribute to a strengthening of regional potential. Culture industries require an economic policy as well as an active cultural policy. They need also an active development process at the planning stage, both locally and regionally.

Follow-up methods therefore can concentrate on several aspects: beside visitor statistics and how many persons have been reached by a message, we should be able to measure the number of new initiatives, the number of new companies, the number employed and the collective economic contribution to the community of the culture industries. No such statistics exist at national level.

In the follow-up stage there should be an evaluation of the framework programme. If the development of the overall activities in connection with the framework programme has been favourable, and the different projects generated by it have given expected effects, then the framework project should received funding for a further three-year period. The framework programme owner should initially call for views on and a discussion of such a procedure.