

# Our heritage. Our future. ISKA II

- Västernorrland develops through its cultural heritage



The framework programme  
The Cultural Heritage of the Industrial Society II  
2003 - 2005



Industrisamhällets kulturarv.



Objective 1  
Södra  
Skogslänsregionen

## The evolution of ISKA I

The framework programme The Cultural Heritage of the Industrial Society in Västernorrland County was set up as a result of the regional growth agreement "Västernorrland – a county to live in", and the county programme for the cultural environment, "With the future in view", where the cultural heritage of the industrial society is one of four themes to be spotlighted in the county.

The initiative was rooted in the project Regional Sammanhållen Kulturplanering (Regional Cohesive Culture Planning) and led to broad regional collaboration between the County Council, the County Administrative Board and the municipalities in the county – as well as between businesses and associations – revolving around investments in culture and the cultural environment. The Framework Programme then formed the basis for the EU Objective 1- funded the framework programme *The Cultural Heritage of the Industrial Society in Västernorrland County 2000-2002*.

In the framework programme for The Cultural Heritage of the Industrial Society in Västernorrland County, holistic thinking is emphasised:

*"...in accordance with the Growth Agreement (to) enhance the county's living environment and attractiveness by making the cultural heritage and cultural environment more visible, relevant, accessible and better known." Further to "...contribute towards a strengthened, diversified and rejuvenated business structure in the county, and to contribute to a strengthened structure for the development of knowledge and skills, principally through business-oriented training and R&D, improved accessibility to education and R&D, and a positive attitude toward education and business. The work shall furthermore observe principles of equal opportunities and a democratic approach."*

## Decisions on and implementation of ISKA I

Jointly with all the municipalities in the county, the County Administrative Board and the County Labour Board, Västernorrland County Council applied for Objective 1 assistance from the coast and inland segments for the three Actions 1.2, 1.3 and 4.1. The structural funds delegation for Objective 1 Södra Skogslän decided on 14 December 2000 to grant the County Council EU assistance for two of the Actions within the Framework Programme (1.2 and 4.1). After further drafting, on 12 June 2002 EU assistance was granted also for the research action 1.3.

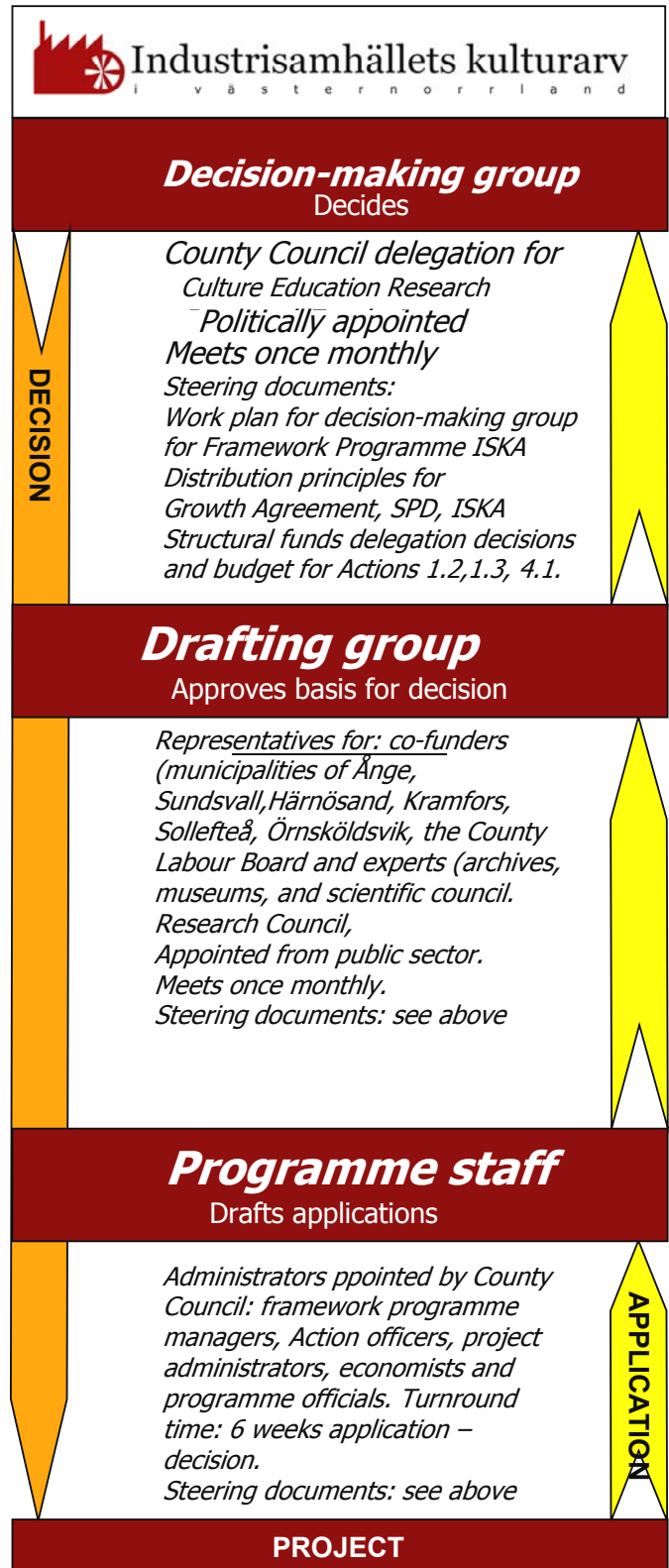
## DRAFTING AND DECISION-MAKING GROUPS

Since disseminating information to the public about the Framework Programme via advertisements and new articles, about sixty project ideas and applications have been drafted.

The drafting and decision-making organisation that has been set up comprises programme staff, a drafting group and decision-making group. The last-mentioned group comprises the politically appointed CER delegation at the County Council.

The drafting group comprises representatives of the co-financiers, experts in the field of archives, museums, business and tourism, and the Research Council.

Project applications are drafted by the programme staff appointed for this purpose by the County Council, which runs the framework programme. The staff produce a draft proposal which includes argumentation for a decision, project description, conditions and budget and which is examined by the drafting group at its meeting. The draft proposal for projects applying for assistance from





Industrisamhällets kulturarv.



Objective 1  
Södra  
Skogslänsregionen

Action 1.3 is first examined by the Research Council, before being submitted to the drafting group. The County Council decision-making group for the framework programme The Cultural Heritage of the Industrial Society in Västernorrland County has obtained state-ments from both the drafting group and the Research Council in all decisions.

The County Council decision-making group for ISKA meets once monthly with the exception of holiday periods. The meetings of the drafting group are planned 2 – 3 weeks before those of the decision-making group. The first decision to grant project assistance was made on 22 March 2001.

## RESEARCH COUNCIL

Västernorrland County Council, since the projecting of the framework programme The Cultural Heritage of the Industrial Society, has projected a Research Council, to be linked to the drafting process. The reason has been, and is, to assure scientific quality and to develop a strategy for continued work with the cultural heritage.

Through Action 1.3 of the Framework Programme and the Research Council, guarantees are given in all actions that activities and development will be based on well thought-out knowledge-building with a research-oriented approach.

## MEMBERS OF THE RESEARCH COUNCIL

### Bo Sundin

Professor, History of Ideas, Umeå University

### Håkan Berglund-Lake

D Phil., Ethnology

Research Assistant, Mid-Sweden University

Research programme The History of the Industrial Society

### Jan Samuelson

D Phil., History

Lecturer, Mid-Sweden University

### Ola Wetterberg (up to 2002-09-05)

D Phil., Senior Lecturer

Head of Research, Chalmers College (Town Planning)

Expert Advisor, National Board of Antiquities

### Hans Malker

Senior Lecturer, Work Sciences

Senior Lecturer, Epidemiology

Head of Research, County Council R&D Centre

### Kjell Åke Aronsson

D Phil., Archaeology

Head of Research, ÉTOUR

County Antiquarian, County Administrative Board

### Göran Rydén (as of 2002-09-05)

Senior Lecturer, Economic History

Head of Research, Mid-Sweden University

Research programme The History of the Industrial Society

## Composition of the Research Council

The operations of the Research Council are commissioned by Västernorrland County Council and are part of the drafting group of the Framework Programme.

The council is composed with a view to its merits in the social sciences and humanities.

## Mission of the Research Council

- to assess the scientific value of the project,
- to assess the significance of the project to long-term knowledge-building and
- to appraise the effect of the project on the long-term work with the cultural heritage of the industrial society in Västernorrland County.

The emerging research environment around the humanities at Mid-Sweden University and IKT in the future will be a valuable resource in work to transfer knowledge, assure quality and evaluate. The ISKA framework with its Research Council together with other interests will be an important part of this research environment, through identification of issues and through possible future commissions.

As its *fourth mission*, the Council shall address scientific aspects of the strategic approach that is being developed within the framework. The capability of the county and developments in the world at large brings a need for constant re-orientation of the work with the cultural heritage of the industrial society. What knowledge and infrastructure will be necessary in the emerging information society in order for the cultural heritage left by the industrial society to be attractive to research, culture and adventure industries? What needs will future industries have? Which development projects shall be given priority and what international contacts will benefit development in Västernorrland County? These questions will play a major role in the next phase of The Cultural Heritage of the Industrial Society – ISKA II.

## The Impact of the Framework Programme

Up to the April meeting in 2002, 43 projects have been approved for assistance from the Framework Programme, which gives an average of nearly 3 approved projects per month since December 2000 – an excellent result in view of the short projecting times for the subprojects under development, and in view of the fact that a new drafting and decision-making organisation was set up in January 2001. Above all, however, the large number of projects indicates a large need for and interest in the cultural heritage of the industrial society in Västernorrland County.

## Jobs and Companies

Through the large number of projects, during the operational period the Framework Programme should already give a higher level of employment in the county. The measurable effects after this period can be appraised at present through the project decisions. These indicate that the 43 projects will result in 68 new and 21 retained jobs, as well as in 12 new companies – double the figure in the Framework Programme indicators.

The 1.3 projects in the Framework Programme have indicated 24 new jobs, compared to the ten stated in the County Council application. A majority of these jobs are to be found in the registering operations that will take place in connection with the Internet portal Sundsvallsminnen.

Private input in the 1.3 Actions must be deemed good, especially with regard to the fact that contacts have been, and are still, sparse between the business sector and the sector for humanities/cultural heritage. Through the leadership of Mid-Sweden University, valuable contacts have been made with representatives of businesses in the county, and in the Sundsvallsminnen project, IT companies have been involved in the development work through services and their own work input.

However, of most importance to the long-term build-up of knowledge is the Mid-Sweden University project The History of the Industrial Society. In a short space of time the project has recruited a professorial head of research, a research assistant who has defended a thesis and two doctoral candidates. This has laid the foundations for continued collection of knowledge, which may be expected to make a positive contribution also to other projects on similar themes. It is anticipated that this project will perform two important tasks within the Framework Programme. On the one hand The History of the Industrial Society serves independently to set and perform a number of research tasks connected to the industrial history of the region. On the other hand the project is expected to contribute scientific competence that other projects within the Framework Programme can benefit from. The purpose of the project The History of the Industrial Society is then partly to achieve deeper understanding of the industrial history of the region and partly to create a resource that other subprojects can use as needed. Thus, increased co-operation between the different subprojects of the Framework Programme can be expected, with the project The History of the Industrial Society in a central position.

### Series of Lectures and Seminars

Alongside the project operations, but as part of the Framework Programme operations, the Framework Programme ISKA is carrying out a series of lectures ("8x") and a series of national seminars. The aim of the series of lectures is during the eight meetings to pass on knowledge, advice and ideas to the projects in specific fields via the guest lecturers from the whole country (regional development, cultural tourism, the cultural landscape, digital travel routes, curiosity as a tool, documentary films, research and art). The series of national seminars will be carried out with support from the government and the state delegation for The Cultural Heritage of the Industrial Society. Guest lecturers during the three seminars will speak about democracy, gender and use of history – important subjects in the continued work with the cultural heritage of the industrial society at regional and national level. The series of lectures and the series of national seminars are both examples of the transfer/exchange of knowledge in which the Research Council of the Framework Programme plays a major role.

### Need for more input

Through the Framework Programme, a major operation has been set in motion, both locally in the county and at a central, overall level. In most cases, the operation is a new one which will need more support to enable stable and long-term effects. The 43 development projects that are active within the Framework Programme represent a significant infrastructure for continued research and development work. Likewise, the unique form for collaboration within ISKA between research, public bodies, cultural heritage institutions, business and associations has stimulated creativity, bringing new ideas and intersectoral activities. The sum of this is that prospects are good that ISKA II will develop forms of collaboration that correspond to future needs and that ISKA II will contribute to growth in the county. The networking activities of the Framework Programme, where Mid-Sweden University is an increasingly active party, are expected to result in new forms of operation based on quality and knowledge and a distinct element of new players. The goal of Mid-Sweden University for the research programme to result in the creation of a new professorship in the subject the History of the Industrial Society is also in line with the goal of the Framework Programme. The same applies to thoughts concerning the creation of a national centre for increased scientific exchanges, both nationally and internationally.

### Conclusions ahead of ISKA II

After the first period of the Framework Programme, with three Actions, the County Council wishes to see a concentration and further development of the project operations within the theme. The second period of the Framework Programme should above all be concentrated on SPD –Actions 1.2 and 1.3 (Culture industry and R&D). The County Council also wishes to see further development of both local and regional forms of operation aimed to develop new methods to convey the cultural heritage and to support and



Industrisamhällets kulturarv.



Objective 1  
Södra  
Skogslänsregionen

co-ordinate operations: in brief, new forms of operation where the cultural heritage is used as a resource for regional development.



## The framework programme The Cultural Heritage of the Industrial Society II 2003-2005

### Collaboration

Västernorrland County Council sees it as its mission, partly on the commission of the municipalities in the county and the County Administrative Board, to co-ordinate the project planning within Objective 1 in the fields of culture and cultural heritage. The co-ordinated project planning takes into account the unique opportunities in the county:

- dynamic industrialisation in a national perspective,
- Västernorrland County as one of the three interesting ALM<sup>\*)</sup> areas in Sweden,
- a natural and cultural environment with World Heritage List status,
- a cultural sector with considerable development potential.

<sup>\*)</sup> ALM= Archive, Library and Museum

## Development

At the same time as key industries in the Industrial Society are diminishing in significance and in employment levels, framework programmes should be seen as tools in a transition process, in which the county becomes more attractive in the emerging information society. For the unique opportunities in the county to bring benefits to industries, the work needs to be based on collaboration, knowledge, insight and visions.

## Framework programme

Collaboration in a framework programme is the most suitable tool in this transition process. The County Council sees collaboration with research bodies as a guarantee for well thought-out knowledge-building, collaboration with the private sector as a guarantee for sustainable business development. It sees collaboration within the public sector as a guarantee for quality assurance and utilisation of resources. Collaboration in a framework programme also guarantees network-building contacts between the subprojects and between the projects and the management of the Framework Programme. Through its new forms of collaboration, the Framework Programme permits the development of new forms of operation and new structures.

## Goals, actions and forms of operation

### Goals

The Framework Programme ISKA II works to promote growth and employment in the county based on four concrete goals:

*Influencing attitudes, increasing accessibility, use of resources and assuming responsibility.*

### Actions

The Framework Programme utilises two measures, knowledge-building and the culture industry, to achieve the set goals. Västernorrland for a number of years has invested in the restoration and preservation of settings of importance to industrial history. Through the Framework Programme ISKA I

these investments have been intensified. Knowledge of preservation issues of this type is already being addressed by business interests – artisans, entrepreneurs, consultants, etc. Detailed knowledge of the cultural heritage of the industrial society, however, is provided and passed on by museums, colleges and the university. Local knowledge and strong commitment come from associations, property owners, village development movements, schools, individuals etc. The combined knowledge and commitment of the different in-

terests form a platform and provide the prerequisites for a development perspective. Through the Framework Programme ISKA II, collaboration for intensified knowledge-building is achieved along with a knowledgeable investment in the culture industry. This collaboration leads to a strengthened awareness of history (influencing attitudes) and increased accessibility, use of resources and assumption of responsibility.

### Action 1: Knowledge

Special efforts and an explicit responsibility for the industrial heritage in Västernorrland County require professional and well thought-out knowledge-building based on research. To enable a large variety of personal interpretations of the cultural heritage also demands that the individual has sound knowledge. A research programme on the history of the industrial society has been set up at Mid-Sweden University as a project within the Framework Programme ISKA. Senior lecturer Göran Rydén has been recruited as head of research. The goals are for a professorship in the history of the industrial society to be created at Mid-Sweden University and for the development of a national centre. In view of the business structure of the county, with large forestry companies and large archives in that field, the creation of a national centre and a professorship at Mid-Sweden University should be attractive also to local research.

Knowledge-building around industrial history, taking our county as its starting point, should also give good opportunities for interdisciplinary projects addressing other social issues. This could be for example education, migration, gender roles and other social issues related to the cultural heritage developed in connection with processes in industrial history. The ability to identify one's own role in the emerging information society is dependent partly on the ability to understand one's own identity and how it has been formed.

Västernorrland through a relatively strong archive sector has profiled itself as a county of archives. The sector is also a cluster that has shown good employment growth in the county. Intensified networking and focusing on modern information technology mean that the county today is one of three acknowledged ALM regions in the country. Development of methods and technology in the ALM sector is encouraged by thematic project collaboration, for example in ISKA. The Sundsvallsminnen project is an example from the current programme period of a project that contributes both to the development of the ALM sector and to knowledge-building around the cultural heritage of the industrial society. The project Ådalen in Transition II is another example.

Knowledge-building, in addition to that occurring at the scientific research level, is to be found in other sectors of society. One way to strengthen the sustainability of both the operations and the environments can be to support initiatives aiming to pass on knowledge to different groups and players. In this, school levels other than the university and college sectors are important. Both comprehensive schools and upper secondary schools

can contribute to increased knowledge-building. The Stone-Town project at Västermalm Upper Secondary School is a good example of this. Also initiatives in the area of adult education should be promoted.

## Action 2: The Culture Industry

Cultural environments in connection with the cultural heritage of the industrial society are manifold. Several of them probably have considerable potential as regards the development of business concepts and operations. Through supporting entrepreneurship, increased viability can be assured after any project investments. Entrepreneurship should take advantage of the possibility to mix activities in cultural settings, where cultural activities such as events, concerts and drama interact to create an enhanced experience in the setting. Also innovative thinking with an element of new activities should be given scope in a well-preserved cultural environment. This in order to make the environments attractive

Above all, this concerns development on tourist issues. Tourism today is the world's fastest-growing industry and employs many people. Cultural tourism is also the branch of tourism that is growing fastest; that is, tourism based on cultural or culture-environmental activities. The Mitt Sverige

Turism Foundation, which is the county's regional tourism body, in its operational plan states that the base for tourism in Västernorrland County is the high value of the county's natural and cultural settings.

A special action programme has been produced to develop cultural tourism in Västernorrland County. Co-operation should be developed and intensified between the museums, the tourism courses at Mid-Sweden University and the regional tourism - organisation Mitt Sverige Turism. In order to strengthen cultural tourism, a joint project should be developed, involving a programme of information and signboards, marketing and Internet contacts, and intensified collaboration with the media.

However, development issues in the culture industry involve other issues besides cultural tourism. Interesting development projects that address the processing of raw materials, product development and research into wood materials have a natural link to the industrial history of the county. Perhaps new products can be marketed in old settings? Product development can be linked in a natural way to a cultural setting, a historic phenomenon or event or similar. The development of culture industry issues can benefit from links with the IT industry.



Industrisamhällets kulturarv.



Objective 1  
Södra  
Skogslänsregionen

## Forms of operation

By tradition, the task of preserving and making accessible the cultural heritage falls upon public institutions such as museums, archives and libraries. The association of the term cultural heritage to physical remains seems to strengthen the link to museums. The cultural environment units at the County Administrative Boards are an important part of work to preserve important cultural environments.

The structures that have been developed through this work have however been characterised by the needs of the industrial society for clear sectoral demarcations, thereby forming obstacles to meeting new societal needs.

Through the Framework Programme ISKA II, Västernorrland County Council wishes together with collaborating parties to develop new forms of operation that correspond to needs in the emerging information society: forms of operation that increase accessibility and enable several independent interpretations of the cultural heritage; forms of operation that contribute to increased growth in the county and promote the will to develop and to change. It is our conviction that the user perspective and new technology will characterise these forms of operation, and that new players of necessity will be made participatory in the operations.

Framework Programme ISKA II therefore puts a clearer focus on regional forms of operation – further to develop existing quality operations and to build structures for new forms of co-ordination and planning of future investments in cultural heritage.

In addition to the regional perspective, local project activities are expected to contribute to the development of new forms of operation. The local projects are "users" or alternatively are closest to the users. With the focus on local needs, linked to the goals and actions of the Framework Programme, the projects contribute to regional development via examples and experiences.

## The County Council through the Framework Programme ISKA II wishes to develop new forms of operation

- to support, plan and co-ordinate concretisation and communication of the cultural heritage of the industrial society
- that enable a larger variety of personal interpretations of the cultural heritage
- that make clear the significance of ISKA to the Västernorrland identity
- that contribute to increased growth and employment in the county

### Organisation, collaboration

- where a networking approach is given increased scope
- where the connection with societal benefit is made clear (world perspective)
- with international collaboration on research and development

### Education, R&D

- which are a factor in strengthening the investment by Mid-Sweden University on the research programme The History of the Industrial Society
- that contribute to the creation of a national centre
- where collaboration between local research and university-level research contributes new knowledge and increased exchanges of knowledge
- where collaboration between local documentation and research projects and cultural heritage institutions contribute to the exchange of knowledge and to quality assurance
- which may enable research in the future to be part-financed through consolidated funds, including funds from businesses in the county
- which result in new methods, technology and pedagogy with the focus on the education sector (school, adult education and university)

### Private sector

- which build on a more distinct private (non-profit organisations and companies) participation in recounting and financing

- which result in new industries participating in the exploitation of the cultural heritage of the industrial society
- which encourage the localisation in the region of new industries in cultural settings of importance to the industrial history of the region

### Technology

- where the use of modern digital technology liberates cultural heritage as a force and a resource in regional development (providing insight into and understanding of the totality and the context)

### Tourism

- which are a factor in building and strengthening market-oriented visitor facilities that display the region's characteristic high quality as regards preservation, conveying, experience and knowledge
- where recounting is given more scope and attractions are enhanced with 'food for thought'

### Art/ culture

- where art and literature linked to the cultural environments of the industrial society and the history of Västernorrland are utilised as resources in the adventure industry (films, drama, etc.)
- which highlight the cultural environments and history of the industrial society as a source of inspiration for today's pictorial art, drama, music literature, design and architecture – and alternatively for new interpretations of the industrial society.