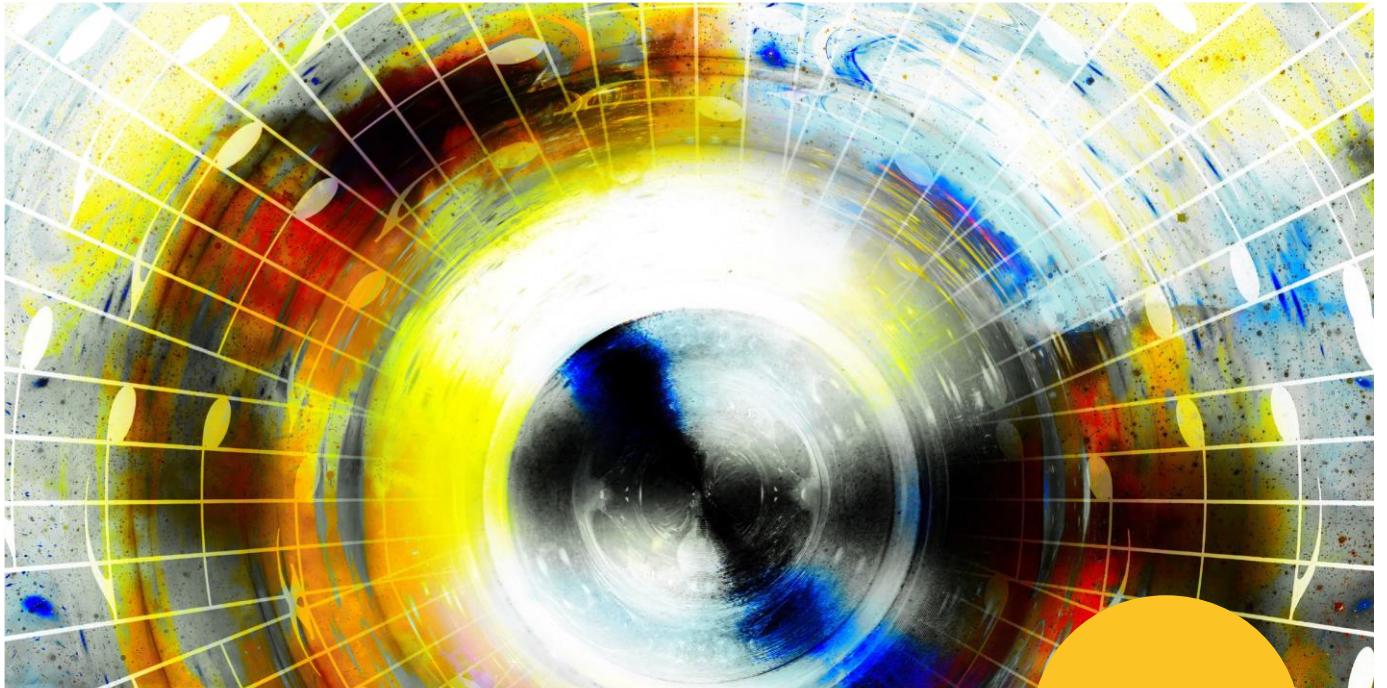


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CULTURE POWER: INSPIRE TO DEVELOP RURAL AREAS

CUPIDO REPORT - BUSINESS

WP3 - Power of Culture, the DNA of a region

Howest University of Applied Sciences, Belgium
28th of November 2019

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1 INTRODUCTION

I have so many ideas that my head is bursting.

What is the characteristic cultural DNA of each area, what can be developed and how can it contribute to job creation?

Through this survey, we want to know what the needs and expectations are of the local community to improve the attractiveness of each area.

We want to discover insights that can lead to new business-ideas and formats which in turn must improve the attractiveness of the areas and lead to job creation within the cultural/heritage field.

2 48 INTERVIEWS

2.1 RESULTS

***What makes this area attractive to an entrepreneur?**

Middelburg

- Locals: friendliness, love culture, down to earth, do it yourself mentality
- Facilities: shops, events, hotels
- Accessibility: is okay
- Area: historic centre, no abundant traffic
- Business: many businesses, high variety

Sunne Municipality

- Locals: open, easy to make connections (networking)
- Business: many small & middle-sized companies already present

USN

- Locals: many people with good ideas
- Facilities: public transport, parking
- Accessibility: everything is nearby, national highway
- Area: no ques, many different events
- Business: relaxed employees, focused employees

Westhoek

- Accessibility: bigger cities are nearby
- Area: lot of space, not much activity yet
- Business: hotels, pubs, restaurant (touristic + gastro/ local/ top chefs), it is especially tourism that creates business and offers opportunities

Värmland

- Locals: helpful, community
- Facilities: cheaper rentals than in bigger cities, university
- Accessibility: big cities are nearby (important for networking)
- Area: quality of life, secure feeling
- Business: working ethics is relaxed, skilled labor, better quality, helping each other, no rivalry

Folkestone

- Locals: young people, community, helping mentality, supportive to the businesses
- Facilities: relatively cheap accommodation, parking
- Accessibility: close to London, great connectivity
- Area: seaside end city, quality of life
- Business: creativity is the USP, higher quality, low financial risk, feeling of opportunities, enough employees, educated employees, loyal

Morsø

- Locals: open, supportive, proud
- Facilities: education (good farming school)
- Business: safety net (partner that always buys our product)

HIE

- Locals: community
- Area: inspiring place, lots of creatives
- Business: support network that helps business start and grow, ambitious, innovative thinking, willingness to collaborate

***What makes it difficult to have a business here?**

Middelburg

- Locals: lack of dreaming, old fashioned, conservative and traditional thinking
- Facilities: not enough parking
- Accessibility: long travelling time, perception of 'far away', toll, bad train connection
- Area: changing regulations, lack of financial support from the local government, small thinking of the local government
- Business: lack of collaboration between entrepreneurs, not enough customers, difficult to find high quality employees

Sunne Municipality

- Locals: many personal relationships can make things complicated
- Business: difficult to find high quality employees

USN

- Locals: aging population
- Accessibility: perception of 'far away', everything requires transport and planning which is expensive
- Facilities: lack of places to stay for tourists, lack of schools
- Area: inequalities from the local municipality (nearby village gets more), events in the summer but difficult in winter
- Business: not many customers (low density of inhabitants), low job-offer, not the right employees

Westhoek

- Locals: old fashioned, conservative and traditional thinking
- Accessibility: perception of 'far away', difficult connections, bad infrastructure, bad public transport, airport is really far away, in the middle of nowhere
- Area: difficult in winter (no tourist)
- Business: not many customers (low density of inhabitants)

Värmland

- Locals: people leave, struggle to find competent personnel
- Accessibility: lack of connections and network

Folkestone

- Locals: drugs, antisocial behavior
- Facilities: poor parking facilities
- Accessibility: removed from London (but we have a great connectivity), lack of public transport
- Business: not enough workspaces (although the demand is high), not enough affordable hubs for starters, not enough talented employees, lower salaries than in London so less attractive to young people

Morsø

- Locals: old fashioned, conservative and traditional thinking
- Accessibility: far away from the bigger cities (challenging for logistics)

HIE

- Accessibility: big and expensive travel distances for meetings face to face
- Business: lack of local networks

***From the perspective of a business man/woman: what is your relationship to the local culture/heritage**

Middelburg

- Supporting the local culture/heritage
- Sponsoring the local culture/heritage
- Facilitate (our hotel) the local tourism
- Give inspiration to the local culture/heritage
- Offer a beautiful experience/ a surprising experience to tourists
- Create a good vibe for tourists
- Give authentic and personal information based on our own experience with local culture to tourists
- Incorporate traditional elements in our products

Sunne Municipality

- My job and income
- Helping the local initiatives in local culture/heritage

USN

- My job and income
- Keeping up with the farming tradition and delivering qualitative products
- Ambassador of the area (WOM)
- Showing we are proud
- Highlighting our identity

Westhoek

- Help organizing events
- Passing on local culture to tourists
- Informing the tourists
- Involve locals in new cultural things we create

- A specific hill in the surrounding landscape we use in our events becomes a popular icon for the region
- Passion for and participation in the cultural initiatives of this area

Värmland

- My job and income
- Involved in advisory boards on broader development policies.
- Sponsoring sports and culture.
- Facilitate (our hotel) the local tourism

Folkestone

- My job and income
- Engage with the pre-existing
- Upgrading the old
- Restoration of architectural icons
- As a member of the local government
- My creativity
- Being an artist
- Ambassador of the area (WOM)
- The product that is being sold has a connection to the local creative community.
- Keeping up the business ethics that are typical for this place: transparency, openness, respect
- Sharing my entrepreneurial skills and experience with start-ups or those who need it
- Developing campaigns that have been set up to promote the area
- My writings about the area (promotional way)

Morsø

- Connected to the past through the job (tradition).

HIE

- We inspire and learn from each other: culture, creative sector, businesses

***Do you see opportunities for your business to meet culture/heritage? If so: which are these? What are the threats?**

This was a hard question. Sometimes respondents give answers that are not really answering the question. The information given here might come back in other parts of this survey, where they are a better match. Therefor here and there little or nothing has been filled in.

Middelburg

- Offering packages together with partners for tourists
- Apply our ideas to cultural/heritage organizations and create new concepts and products
- Open more monuments more often to the public (behind the scenes)
- Participate more in events with the company (a booth f.e.)
- Sponsorships

- Collaboration

Sunne Municipality

USN

- New technologies showing and experiencing what we do (VR, 3D printing)
 - Threat: Competing villages nearby

Westhoek

- Set up big cultural projects with partners

Värmland

- Bring local culture and heritage in my work (photography/ game development)
- Support different associations (sports, culture) in exchange for doing something with a focus on youth and social sustainability
- Think twice about things that don't look interesting at first sight or feel like 'normal', but look beyond and try to see opportunities in it, like growing mushrooms f.e. *(speaks for businesses in general)*

Folkestone

- Old meets new *(speaks for businesses in general)*
- Transform our heritage into new *(speaks for businesses in general)*
- Engage with education institutions (IT)
- Mixing culture/heritage with other things/ businesses/ shops *(speaks for businesses in general)*

Morsø

- More focus on food culture, typical ingredients and food traditions
- Cooked and canned mussel and seafood products (now all is fresh) so we can export them to a broader audience

HIE

- Learn from the creative industries about brand building, visibility, messaging, distribution, building crowds, audiences and networks *(creative industries as being culture)*
- Learn from creative industries how they use new technologies, social media and data *(creative industries as being culture)*

***Can you give some examples of innovative businesses that are at work here at this moment?**

***What exactly defines their innovative aspect?**

***What do they contribute to the domain of culture and heritage?**

Not every respondent could answer all three questions successfully and logically. One could for example think of good examples but then could not define what it contributes to the area. We give an overview of what the respondents find innovative and mentioned (where possible) the matching example. We followed by listing up what all those examples and ideas contribute to the area. When you read all that has been listed below,

bear that in mind. Focus on what people define as ‘innovation’ and ‘contribution to the area’ as such.

Middelburg

Innovation & examples:

- Look at a product/concept from a different angle and by doing so, create added value (f.e. Oostkerk, Magazine E)
- Work closely together with contemporary artists and designers to keep heritage relevant and interesting (Zuidermuseum)
- Young, dynamic workforce (Urban Heroes)
- Tapping into something that wasn’t there before (creating something new) (SWYCS, Kingfish, Biosfeer Groede)
- Creating synergy (crossdisciplinarity) in lifestyle matters
- Creating entertainment (Drukkerij)

Contribution:

- Adding diversity
- Keeping heritage relevant (traditions, buildings, ...)
- Adding unique experiences

Sunne Municipality

Innovation & examples:

- Creativity, open mindness, new ways of approaching the existing (Karl & Moa)
- Constantly being involved with companies that want & dare to innovate (AMW)

Contribution:

- Influencers (are being followed beyond the region)
- Positive WOM for the area

USN

Innovation & examples:

- Offering unique, exclusive things/ services with high demands

Contribution:

- Production of appealing and contemporary images of the region, good for promoting the area

Westhoek

Innovation & examples:

- Local materials for production (no import from countries that sell everything cheap) (Extremis)
- Mix of modern and stylish architecture with magnificent views on the landscape (Bar Bernard)
- Exclusive products based on typical ingredients from the region (L’Héritage, Sowepo).
- Use of new technologies (VR, games) in traditional work processes (therapy).
- Webshop selling more or less unique products (unique for this region, very smart idea since nobody comes here)

Contribution:

- Attract people and therefor give visibility to the area
- Promoting the area
- Making culture interesting
- Passing on the existing culture
- Ambassadorship for the region
- Carrying out the identity of the region beyond the borders

Värmland

Innovation & examples:

- Combination of companies with different backgrounds x from different fields x the presence of young generations (innovation park)
- Businesses that take up corporate responsibility and try new products or processes (packaging f.e.)
- Businesses that surf on new technologies like VR, gaming, AI

Contribution:

- Contribute to the world's problem of plastic waste
- Help keep the forest industry alive
- People bringing new ideas

Folkestone

Innovation & examples:

- Engaging with education institutions (IT)
- Mixing culture/heritage with other things/ businesses/ shops
- New working ethics: working from home, flexible hours, ...
- Innovative technologies
- Businesses that create environmental-friendly products with new materials
- 'New generation companies' – i.e. involved in media/digital
- Creativity, modern graphics, modern and appealing tone of style of the communication
- Using the seaside town image and bringing it into the 21st century, shaping of our identity
- Businesses that focus on a positive customer experience, bring innovation in the customer journey
- Opening new markets, reaching for a broad spectrum of people
- Storytelling, marketing
- Businesses in digitalization

Contribution:

- Sharing and communicating ideas
- A different attitude: wanting to participate in cultural activities
- Contributing to the image of Britain as forerunner in technology
- Investing into the community
- Bringing wellbeing to the community
- Encourage the development of local food culture
- Being better than technology developers in London, good for attracting young employees

Morsø

Innovation & examples:

- Focus on food culture, typical ingredients and food traditions
- Cooked and canned mussel and seafood products (now all is fresh)
- New educational programs, with a focus on tradition and food
- The region of Thy that has developed a branding-marketing program
- Robotics manufacturer
- New technologies and marketing strategies in the field of shellfish packaging industry
- The world's most modern cardboard factory

Contribution:

- More focus on the area and the farming heritage
- People here are proud
- Enhance the faith that the island will attract new inhabitants

HIE

Innovation & examples:

- Circular economy, new packaging solutions, AR/VR
- Fashion, textiles, crafts of high level and quality
- Unique concepts

Contribution:

- Willingness to try something new
- Spreading our name into the world

***Where do you see opportunities for further development?**

Some of the ideas below are to be realized by governments at first sight (f.e. accessibility). But maybe it's worth to think of it in an out-of-the box manner and try to find solutions that can be realized by new businesses?

Middelburg

- Switch from introvert to extrovert
- The 'what's in it for me' must be clear to the businesses

Sunne Municipality

- Companies need new techniques

USN

- More accommodation could generate more jobs and thus more income
- Good imagery of this place could show people what they can get here
- Making the center an attractive place to stay, so there would be more people to make it more alive
- Food and accommodation ..., things that keep tourists here so they can spend money
- Better sign-posting of important places

Westhoek

- A place where all cultural companies share ideas and experiences
- More attention from beyond our borders
- Look beyond tourism
- Improving the accessibility
- A stronger story that explains our DNA
-

Värmland

- Solutions for all year-round activities
- More facilities that make it possible for creative actors to work together
- New inspiration for those who reached stagnation

Folkestone

- Young graduates to see the value of staying here
- More affordable rental space
- More collaboration between artists and technologists
- More leisure facilities
- More residential areas
- Improving the customer journey (*the respondent didn't make clear on what moments in the customer journey*)
- More mainstream shops and restaurants

Morsø

- More organic products and more animal welfare on demand of the customers
- Think big
- Attract young people, by creating more opportunities and more life in the town

***Do you know initiatives/projects in this area that put cultural and/or heritage at the center of their business-model? If so, which are these?**

***Can you explain how the cultural/heritage part comes at play with regard to these projects?**

***Where do you see opportunities for further development with regard to these projects?**

We hear a lot of examples like museums, festivals, projects, ... Many of the respondents work for an organization that puts culture or heritage at its center.

Let's have a look at some remarkable statements that might be of inspiration.

Middelburg

How the cultural/ heritage part comes at play in the given example:

- Steps aside from the traditional approaches, but focusses on themes (museum)
- Shows the unique traditions and habits of the region (museum)
- Translates old stories in a new and appealing manner for people that live now, for both young and old
- Saves a monumental building from deterioration by giving it a new cultural destination

Opportunities for further development:

- Activities that are now temporary but successful could transform into a permanent offer
- New activities on historic squares (open-air cinema f.e.)
- Connecting history with 'now'
- Make things more visible (more marketing skills), be less humble
- Look beyond (ages, places, ... the established)

Sunne Municipality

How the cultural/ heritage part comes at play in the given example:

- Helping each other by developing packages (hotel + theater + food)

Opportunities for further development:

- Discuss more openly, making ourselves stronger by working together instead of being afraid and see everyone as a possible competitor.

USN

How the cultural/ heritage part comes at play in the given example:

- A shop that make the area a bit more urban, because of the combination of shop, café, outdoor seating, innovative communication (Instagram)

Opportunities for further development:

- Image-building through Instagram
- Practice marketing to promote what we are and have
- Don't let too many tourists come in, let's keep it cosy and authentic

Westhoek

How the cultural/ heritage part comes at play in the given example:

- Combination of different things (day with tasting, sports etc) but always with a cultural activity as well
- Promoting the area and its culture and heritage is at the core of the business

Opportunities for further development:

- Work together with places around the area that are appealing and create festivals or events together
- Digital innovation

Värmland

How the cultural/ heritage part comes at play in the given example:

- Going back to the roots: traditional family recipes, nostalgia
- Traditional way of producing dairy products, typical for this region

Opportunities for further development:

- Creating role models for the youth
- Better sign-posts
- Better and more use of social media
- Focus also on families with children

- Give farming and local production fame by redesigning the packaging etc (marketing/ branding) and export. Things made locally are wanted.

Folkestone

How the cultural/ heritage part comes at play in the given example:

- Brings identity to the town

Opportunities for further development:

- Copy the model and bring it to the other areas of town and harbour (model of the Creative quarter)
- Many landmarks from the old days, that have history could become icons (again) if they receive a new destination/ function. The process requires imagination and creativity

Morsø

How the cultural/ heritage part comes at play in the given example:

- Rebranding of a company label that has a long tradition and is known all over the country. Building on the history they made, but talking to new audiences (*fire ovens*)
- Leads to great stories (storytelling) about history, but packed in a new way

Opportunities for further development:

- Gastro tourism that makes people taste and experience traditional local farming and production
- People seem to be more and more interested in seeing and experiencing where food comes from, so *FoodSafaris* with tastings and visiting the farms (cf Champagne in France)

***What if someone says to you that this area is not attractive. What could be the reason for that person to say that – according to you?**

***Why would you (not) agree?**

Most agree on all items listed below, but for the respondents it doesn't mean the area is unattractive. They love the quietness, the slowness, ...

Middelburg

- Not attractive for younger people (age 17/18)
- After 17h or on Sundays all shops are closed
- Far away (image)
- Lack of professional opportunities
- Boring (image)

Sunne Municipality

- Lack of professional opportunities
- Lack of good public transport, taxis
- No rentals available
- Expensive living

USN

- Quiet area
- Far away, rural
- No accommodation
- No marketing-program
- Poor restaurant offering
- In need of renovation and/or new houses
- Hard to connect with people
- Nothing to do

Westhoek

- Quiet area
- Far away, isolated
- Lack of good public transport
- More industry takes nature away
- Poor shopping offering
- Poor leisure offering

Värmland

- Limited contact opportunities for young people
- Too small thinking
- Far away
- Too little input
- Boring

Folkestone

- Poor accommodation
- Reputation of being 'old' in people's mind
- Parking is very limited
- Antisocial behavior
- Some negative, neglected areas
- Poor evening and night facilities

Morsø

- Far away, remote
- Backwards
- Dead, nothing happens
- Slow
- Empty houses

***What if someone says to you that this area is attractive. What could be the reason for that person to say that – according to you?**

***Why would you (not) agree?**

There is mostly agreement on the items below.

Middelburg

- Monuments

- Historic environment
- Proximity to the beach
- Central location
- Beautiful
- Gastronomy
- Good facilities
- Things to do nearby
- Shops
- Healthy entrepreneurial climate

Sunne Municipality

- Beautiful
- Friendly people
- Energetic people

USN

- Welcoming feeling
- Good food
- Nature
- Many events
- Breathing space
- In the open air (good for your health, the kids, ...)
- Boats on the lakes
- Canals
- Proximity to the water
- Beautiful buildings
- Central location
- Cheaper options for housing etc

Westhoek

- Nature
- Beautiful
- Quiet
- Cozy
- Authentic
- Variety in things to do
- Regional products
- Cafés and restaurants (gastronomy)
- Open space
- Much history

Värmland

- Nature
- Friendly people
- University and leading companies
- Good work environment
- Famous people

Folkestone

- Much to do
- Friendly people
- Coastal area
- Nature
- Fresh air
- Connectivity to London
- Housing supply which is good value

Morsø

- No stress
- Nature
- People care about each other
- Community feeling
- Helpfulness
- Events and activities

***Imagine you receive a lot of money to improve this area's attractiveness. What would you do with that money?**

***What exactly do you believe that would change?**

Middelburg

What would you do:

- Organize a festival with international allure
- Attract more like-minded people
- Decorate the city in winter
- Communicate better on accessibility
- Invest in youngsters
- Invest in the residents (better housing, leisure opportunities, ...)
- Redevelop some of the important areas (station, market)
- Better public transport
- Build a museum for contemporary art

Changes:

- Lengthen the tourism season
- Lengthen the stay of visitors
- Think more out of the box
- More students means more younger people means more creative brains

Sunne Municipality

What would you do:

- Build rentals for older people, so young people can buy their houses
- Better transport (public or taxis)
- More collaborations between people, companies, organizations
- Make the center an attractive place
- More restaurants
- Make it easier for the boatowners (*legally?*)

Changes:

- More satisfied people
- Better economy
- More attractive area

USN

What would you do:

- Invest in accommodation
- Invest in attractive housing
- Invest in infrastructure
- Improve the roads
- Set up new housing programs
- Full freedom of design for the houses
- Build a footpath to the center
- Create attractive areas for families and children
- Invest in more leisure around the lake
- Build camping sites
- Make it more attractive for tourists
- Organize winter initiatives
- Focus on the experience
- Create jobs

Changes:

- Economic growth
- More attractive area
- Positive spiral: more people would live here, more leisure options, more shops, ...
- There would be participation, buzz, ...

Westhoek

What would you do:

- Organize big cultural events
- Set up a marketing program
- Cooperate with other towns and cities beyond our borders
- Invest in more cycling infrastructure
- Set up a tourism umbrella organization that captures the entire helicopter view of all touristic things to see and do
- Make the area more attractive to young people
- Focus on the confluence of nature, economy and culture

Changes:

- More tourists would lead to more revenues (better economy, growth) that could be invested again in tourism which in turn would lead to better quality for tourists (circle)
- Bring more vitality to the area, more initiatives
- Broaden the experience for the tourists beyond this area
- Make young people stay

- The old world would be transformed into the new world (*'the new world' is the baseline of the region's campaign*)

Värmland

What would you do:

- Develop an artistic media portal for professionals in order to promote art and culture
- Use VR techniques to show culture and heritage
- Invest in better train connections
- Invest in game-development

Changes:

- Boost creativity because of interchanging experiences (synergie)
- Change the old-fashioned image of this area
- Attract more visitors

Folkestone

What would you do:

- Set up PR-campaigns
- Enhance the poorer parts in town
- Develop transport links that bring you from one to another themed area
- Increase the availability of high-quality office space
- Solve the problem with the homeless
- More development on the seafront (cafes, restaurants, ...)
- Entertainment, shopping, restaurants, museum using new technologies to tell old stories

Changes:

- Bring in visitors, which creates jobs and revenues
- People would rather stay
- Make the area more accessible
- Help make rid of the unsocial behavior
- Make the area look more tidy
- Offer more diversified entertainment
- Increase pride in the area
- Older people would relive their youth

Morsø

What would you do:

- Invest in education/ training
- Invest in facilities for young people
- Invest means to facilitate new businesses
- Create places for young people to hang out

Changes:

- Attract new (young) people
- Young people wouldn't have to leave
- Making it easier for people to start up on their own

***What area/city/ ... could be of inspiration to this area when it comes to cultural/heritage attractiveness and why?**

Bad examples:

- Brugge: there are too many tourists, it's an amusement park

Good examples – specific areas or cities/towns:

- Algarve: slow movement
- Berlin: uses history and turns it into an opportunity to create new heritage
- Rome: connecting the old with the new
- Bogota: transformed from unsafe to safe thanks to projects for the youth and unemployed + investments in cleaning up buildings and removing slums
- Lillehammer: invested in accommodation and cultural attractions
- Gent: wide cultural offer, different every time
- Ieper: tourists all year long
- Ieper: keeps traditions and buildings authentic
- Kortrijk: authentic
- Kortrijk: good promotion and marketing
- Kortrijk: many changes have an impact on the way inhabitants behave (have become more open-minded)
- Copenhagen: more freedom, more pleasure
- Arvika and Sunne: lots of cultural offers
- Skövde: understood the potential of game-development which had an impact on academics, municipality, tourism and local society, it keeps on growing
- Canterbury: bringing old and new together
- Brighton: bringing old and new together
- Brighton: a lot of 'green' businesses
- Brighton: managed to become an extremely attractive town
- Aarhus: creating a cultural town
- Hastings: old smoke houses and centuries old pubs in combination with new developments
- Glasgow: people are at the center of the advertising campaigns
- Örebro: art exhibitions, new innovative ideas
- Zeeland: villages are well preserved
- Frederikstad: free ferry makes people stay and spend money on other things
- Costa Rica: started once from volcanos as touristic attractions, but they went beyond. Invested in the area and nowadays people love to go not for the volcanos anymore but because of the interesting area (totally built anew).
- Trollhatten: formerly production unit for Saab. Reinvested in creative hubs, a studio for filming ... Something totally new, but it worked! The idea and development saved the region.
- Kviteseid: gives a warm feeling at first sight
- Nieuwpoort: nature, shops, activities, atmosphere

Good examples – not specified:

- Remote cities with a (contemporary) museum that serves as a traffic builder/ attracts people
- Cities with festivals
- Cities that are better in marketing
- Places where they have managed to attract young people

2 INSPIRING QUOTES, IDEAS AND QUESTIONS THROUGHOUT THE INTERVIEWS

- You need the big cities for contacts and networking.
- What makes a region attractive is that people tend to fall in love with the local lifestyle.
- The small community is proud.
- What does the new generation want? What type of experience are they looking for? One should analyze the visitor first.
- There are many people here already. We should try to know why, what inspires them? Maybe we should make use of them first and then try to bring in new people.
- If you show that you are proud of your own community and history, it does something with your visitor too.
- If you are too business-driven, you rather follow trends, aiming at the largest possible market instead of keeping the creative freedom in focus. For smaller businesses it is easier to keep that creative focus.
- There are opportunities everywhere. Search for the old and do something new with it.
- It is important that every business that comes into the town understands the history because they will be the new history. These businesses have to take it forward and ensure that our heritage is not forgotten but transformed into new.
- With good internet you can start a business everywhere.
- There are a lot of businesses but they are not visible.
- The visual presentation (the package of a message ...) is very important.
- You need that youth to keep the cultural dream alive.
- I have so many ideas that my head is bursting.

- A lot of shops use the Victorian atmosphere as a selling point.
- There has to be a really strong strategic plan.
- Culture eats strategy for breakfast.
- Every week I discover something I didn't know.
- They make Lunde a bit more urban.
- We don't get through to people.
- I see it almost as my duty to build a movement here and to be involved and support start-ups. But you also need a life besides your working hours with great value that inspire: cafés, venues ...
- People who are not open-minded won't like this region.
- It's not just about what the village is, it's about who you are too. It is as important.
- You can't sit and wait for someone to come through the door. You must keep busy.
- Had this been a little closer to Oslo, it would have been a whole different story.
- There are plenty of examples in the world that show that economy, nature and culture can go hand in hand. We should incite our local people and work together with them to make this happen. If I would be the Prime Minister, I'd do this for the whole country.
- It just happened because they believed in it.
- You get a warm feeling here.

3 TRENDS

- Experience marketing.
- Ambassador programs.
- Influencer Marketing (role models).
- Storytelling.
- Customer data.
- New media (VR/ AR/ AI).
- Food is the new black.
- Back to the roots, people moving out of the cities.
- Social sustainability.
- Circular thinking.
- Sharing culture (against ownership)
- Provenance as a label of quality.
- Floating bungalows, glamping, ... new ways of experiencing nature (adventure/ luxurious).
- Relevance

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