

Transnational CLLD Seminar

**Achieving results the CLLD way: Putting the method to
work**

Field Visit Information

6-8 December 2016

Hotel Skansen

Båstad, Sweden



Skåne

Scania, also known by its local name Skåne, pronounced [sko:nɛ], is the southernmost province of Sweden which consists of a peninsula on the southern tip of the Scandinavian Peninsula and some islands close to it.

To the north, Scania borders the provinces of Halland and Småland, to the northeast Blekinge, to the east and south the Baltic Sea and Bornholm island, and to the west Öresund. Since 2000 a road and railway bridge, the Öresund Bridge, bridges the sound to the Danish island of Zealand. Scania is part of the transnational Öresund Region.

Scania was part of the kingdom of Denmark up until the Treaty of Roskilde in 1658. The last serious Danish attempt to invade the province failed in 1710, after the Battle of Helsingborg.

From north to south Scania is around 130 kilometres (81 miles) and covers less than 3% of Sweden's total area, but the population of approximately 1,304,000 (2015) represents 13% of the country's entire population. About 16% of Scania's population is foreign-born.

Western Scania has a high population density, not only by Scandinavian standards but also by average European standards, at close to 300 inhabitants per square kilometre.

Unlike some of the other regions of Sweden, the Scanian landscape is generally not mountainous. A few examples of uncovered cliffs can though be found at Hovs Hallar, at Kullaberg, and on the island Hallands Väderö.

Scania's long-running and sometimes intense trade relations with other communities along the coast of the European continent through history have made the culture of Scania distinct from other geographical regions of Sweden. Its open landscape, often described as a colourful patchwork quilt of wheat and rapeseed fields, and the relatively mild climate at the southern tip of the Scandinavian Peninsula, have inspired many Swedish artists and authors to compare it to European regions like Provence in southern France and Zeeland in the Netherlands.

About LEADER nordvästra Skåne med Öresund:

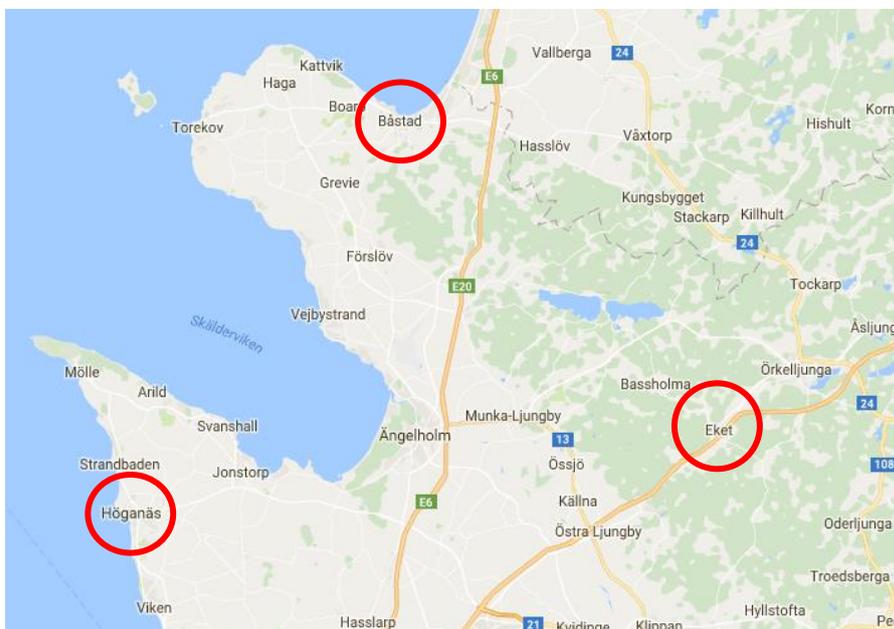
In the 2014 – 2020 period the vision for the Northwest Skåne Oresund LEADER group is that it will be a pioneer in showing how locally based production of raw materials, services and local people's ideas can interact while being environmentally, socially and economically sustainable.

In our area there are close links between people and markets; between town and country; and between ideas and actions. The area is open to all, for new ideas and new impressions. The area is abundant with local raw materials and produce from agriculture and fishing; it supplies us with food and the energy used to produce it is sustainable, green and locally made. There is a good supply of well-trained local labour and consideration is given to future generations so that they have a chance of a good and sustainable life.

Objectives for 2014-2020

- Strengthening local market
- An attractive living
- Good skills
- A strong environment
- Enable and encourage learning

The Project Visits



Health and horsepower – outside Örkelljunga

Harmony and wellbeing arises when you spend time up on horseback on soft, winding forest roads. You are no threat to wild animals when experiencing nature up close sitting on a horse. A deer looking up, a fox disappearing behind a stone fence, the sun sinks slowly and serenity fills the body and soul. Our wish is to share this with those who do not really have the ability to get out in the woods and nature and who for various reasons are living a life which is too sedentary and too passive.

Background:

Daily life for people with various disabilities, physical or psychological, often follows the same track. These are often sedentary indoor activities in rather cramped spaces and because users often do not have the opportunity to get out into nature on their own, they live a life with too little fresh air and physical activity.

Some people with physical and mental disabilities find it difficult to interpret each other's needs, at times this can cause them to become self-centred, which may cause problems. When you spend time with animals, especially horses, you learn to read their body language and behaviour, which is excellent training to understand other people's needs and emotions and thus grow as a person

The purpose of this project is to get users to feel part of a real job, where they will all be given tasks based on their abilities. The first step in the process is to train each user to think in terms of providing a service and to look beyond themselves and their own needs.

One of the skills they will learn with the horses is ways to improve their balance and motor

skills. They will gain pride in new skills and will naturally become engaged with meaningful activities.

Being together with the animals is a good start in the processes of relieving anxiety and the physical work creates natural fatigue, which can eventually reduce the need for medication.

The business also helps to maintain the buildings and grounds at the farm, which would not happen but for the project.

The project's connection to the local LEADER strategy's priorities is mainly through Natural and Cultural Tourism and the pride in their own area.

The vision at the end of the project is that the operation will run as a social enterprise which offers specially adapted riding tours. These tours will be offered to everybody but especially for people with disabilities and their families and will be combined with the food produced in the local area.

Total Project costs	3 807 000 SEK (€380 700)
LEADER Funding	1 260 000 SEK (€126 000)
Other public funding	1 805 000 SEK (€180 500)
In kind contribution	742 000 SEK (€74 200)

Saluhallen i Höganäs

Food and people is our life. Our ambition is to convey some of that joy to those who visit us. By offering a range of local produce and organic products that reflect the four seasons, we want to inspire you to feel joy about the food and the people who produce it. We offer a wide range of homemade products. For us, it is important to take advantage of the raw materials available in Kullabygden, minimizing food wastage and extend the seasons.



This is an example of a project that started with a relatively small intervention from LEADER and has led to something much bigger. It has clear consistency with the LDS's aims and all five of their objectives and also clearly incorporates elements of the LEADER / CLLD approach e.g. it is integrated, area based, innovative and promotes local assets.

Hotel owners and project promoters Eva Dahlgren and David Mill had for many years been thinking about a market hall in the town of Höganäs. They recognised the range and quality of local produce and its potential and were already working in partnership with a number of local producers.

With help from a branding expert they designed a logo and then formed a working group securing support from LEADER for a feasibility study of a locally sourced food hall concept. This study made it clear that the district's growers and producers needed alternative markets to large distributors. By offering a local alternative that helped them to develop products and obtain higher margins, the project makes producers more competitive and helps them to promote the provenance of their brands more widely.

They identified a location in a set of old industrial buildings and carried out research including study trips to Stockholm and Copenhagen where they gathered lots of ideas including what might be best sellers. The key words were tasty, individual, local suppliers and ecologically produced. Based on this study the Market Hall project was launched.

The idea is to compete with large chain producers in a new way by tapping into the growing trend of a desire for locally grown, homemade and environmentally sustainable food. The idea of the Market Hall is therefore to identify, source and sell a wide variety of the best locally produced merchandise under a single roof to a broad target market focusing on locally grown, healthy and ecologically sound produce rather than mass market.

The Market Hall offers a different shopping experience to enhance the marketability of the produce. The focus is on the more demanding quality driven end of the market. Supported by

knowledgeable staff the market hall raises awareness of local produce and creates opportunities for local producers to become

more agile and better able to adapt to changes and new trends than their large competitors.

Similarly, by offering local producers multiple alternative outlets and a branding opportunity local businesses can compete better with the mainstream offering local distinctiveness as an alternative to homogenous consistency.

The concept also extends into wholesale and supplying high quality convenience foods and marketing directly into businesses, schools etc. In fact there are eight strands to the business model which has been developed to optimise the facilities, personnel and existing contacts.

- A café serving lunches and fast food
- A covered market area
- Rooms for hire for events such as conferences and training
- Direct food sales
- Baker – selling to local hotels and other shops as well as Market Hall
- Outside Caterers targeting sales to the Municipality, schools and elderly care
- Run training courses for producers and semi-professional chefs
- Creating their own brand Höganäs Delicacy Original (HDO)

The idea that food sold and produced in the Market Hall is also used by the café and caterers is central to the integrated concept. Strengthening the connections between local producers and local markets and building

business links and networks are also important elements of the project.

The project owners accept there are risks to the venture – it is a new concept in the area, it may be hard to break old habits and they may find it difficult to compete on price.

After many years of dreaming, planning and headaches the doors to Hoganas Saluhall were opened. The success which followed with the Market Hall and all the little shops as a year round destination is amazing.

Total Project costs	311 490 SEK (€31 149)
LEADER Funding	86 000 SEK (€8 600)
Other public funding	12 000 SEK (€1 200)
(in kind)	
Private funding in kind	138 688 SEK (€13 868)
Private funding	23 401 SEK (€2 3401)

A PROJECT FOR PERSONS WITH DISABILITIES

THE BEGINNING

From the very beginning there was a group of people with disabilities who had daily activities at a day center in Örkelljunga.

They were not very pleased with their activities which meant that they were not in a very good mood, fighting and messing was a big part of their everyday life.

We asked these people what they would like to work with if they could pick anything in the world, and they answered: Nature and animals.

So instead of us creating their new job, they had to do it themselves. It took them eight months to write down a plan to the project. They did almost everything themselves, and at the same time they didn't have time to argue. Winning concept or what?!

They went to the local leader office and told the people there about their dream. They did well because they were granted the contribution to make the project come to life.



DURING THE PROJECT

This project is all about participation. This project made every single person who was and is in it to grow and develop great characteristics that they did not even know they had. Today everybody can communicate with each other instead of arguing and today everyone is proud of their good work. They all made an amazing journey in themselves and are totally different people now.



The focus in our work has been about this: Doing wrong is very good! Because you have to do it again in another way and oops!: You learned something again! We have also learned to see abilities instead of impossibilities, that also made an impact at their homes and their daily life.

During the project everybody worked very hard and we had a lot of fun. They learned to be considerate and respectful towards others, to read other people and developed an ability to understand other people's feelings.

And we can thank the horses for all of this! By being forced to learn how to read the animals the participants quickly developed their social skills as well. The horses also worked as a safe haven and a place for comfort.

To be able to go out and brush your horse or to just pet it for a while can truly make everyone feel good.

We also made a study visit to Iceland. What an adventure! We took a visit to Reykjavik, we also went watching for geysers, waterfalls and the whole team interviewed one of Iceland's biggest companies of riding tours to gain inspiration to kick off their own company at home in Ingeborrarp.



THE FUTURE

The future looks bright. The team has established an economic association and has the intention to run a cooperative business where different services involving horses, among other things, will be performed. There is also plans to run daycare for dogs, start up a

bed n' breakfast, riding tours etc. The county intend to buy places for the participants in the project which in turn will give a possibility to financially support the association. All profits will come back to the participants in ways such as education, more study visits and so on.

