



PADIMA

Policies Against Depopulation In Mountain Areas

Seminar on territorial marketing in mountain regions
24th May – 25th May 2011,
Trysil, Hedmark, Norway

Provisional agenda

Languages: English, Norwegian

Venue: Radisson Blu, Trysil, Norway

Registration: will be done between 17.00-19.00, before the dinner, for participants arriving on 23rd May and on 24th May starting with 8.30 am for the other participants.

24th May – Public Conference

Introductory session

Chair of the morning: **Svein Borkhus**, Hedmark County Manager, President of the Norwegian Mountain Network, Vice-president of Euromontana

- 9.00 *Welcoming speech* from Svein Borkhus,
9.15 *Introduction to PADIMA* – Laura G. Herrero, Teruel, Spain, PADIMA Lead Partner
9.30 *Introduction to the territorial marketing and branding seminar*, Kjell Vaagen, Hedmark County Council

Main findings about territorial marketing and branding in mountain areas

- 9.40 Presentation of experiences from PADIMA partners' regions
- *Results from the surveys about territorial marketing and branding*, Åsa Ängsback, Region of Dalarna, Sweden
 - *How can mountain municipalities meet the challenges regarding territorial marketing and branding?* Ancuta Pasca, Project coordinator, Euromontana

10.20 Coffee break

Territorial marketing and branding in mountain areas: A potential to exploit further

- 10.40 Further presentation of the results
- *How does the future look like for mountain areas? Results of SWOT-analysis regarding territorial marketing and branding, first thoughts on political recommendations to be made*, Peter de Souza, Hedmark University College,
 - *Perspectives from the use of the Social Networks*, Carmen Urbano, International Commerce expert, Teruel, Spain

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First questions and replies with the audience

Presentation of good practices identified by project's partners– Buskerud-Dalarna-Torino

- 11.30 **Light in windows**, large project encouraging the transfer of unoccupied farm, Elin Halland Simensen, Project manager, Buskerud, Norway
Creation of a strong regional brand, the experience of Dalarna, Lotta Magnusson, Project manager, Sweden
Regional agency for mountain settlements, Federica Corrado, Province of Turin - Association Dislivelli, Italy

Questions and replies with the audience

12.30 Buffet Lunch

Presentation of good practices identified by project's partners– Teruel-ERSAF-Hedmark-UCCIMAC

Follow-up of good practices presentation

Chair: **Svein Borkhus**,

- 13.30 **HABITATE**, joint strategy to attract, support and integrate exogenous population, Laura Gascon Herrero, Teruel, Spain
Albergo Diffuso di Ornica, increasing touristic presences in remote villages, Maria Grazia Pedrana, ERSAF, Lombardy, Italy
Move to the mountain region, marketing campaigns, Ragnhild Dåsnes, Fjellregionen Regional Council, Hedmark, Norway
Welcome policy in Limousin Area, communication, installation, integration campaigns, Recours-Nguyen Perrine, Crouzevialle Marion, Regional Council of Limousin, France

Questions and replies with the audience

14.50 Coffee break

Discussions on the relevance and transferability of good practices

- 15.15 Inputs from RUR@CT project on transfer of good practices, Recours-Nguyen Perrine, Project manager, Interregional Cooperation, Regional Council of Limousin, France

15.30 **How to successfully transfer and implement good practices? How to achieve a successful communication of positive assets?** Round table discussion and debate with the audience on the transferability of good practices and policy implementation needed in order to transfer them

Moderation: Peter de Souza, Hedmark University College

Participants: a panel consisting of European experts and politicians:

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Olov Grøtting, Member of the Board of Mountain Regions and Euromontana Board, Mayor of Alvdal municipality, Norway

Torhild Lamo, Centre of Competence on Rural Development, Norway,

Helene-Persson Grafman, responsible “Move to Dalarna” campaign, Sweden

Carmen Urbano, expert in International Marketing, Teruel province, Spain

Leif Nilsson, Mayor, President of Dalarna Region, Sweden

Recours-Nguyen Perrine, Project manager, Interregional Cooperation, Regional Council of Limousin, France

17.20 Summary of the day, conclusions, Alexia Rouby, Euromontana director

17.30 End of the seminar

Evening activities

19.00 Common Dinner offered by Hedmark County Council

21.00 Discovery of the wilderness in Trysil by night

25th May

Study Visits

7.45 Meeting at buses in front of the Radisson Blu hotel, departure to Engerdal, Älvdalen

8.10 Explanations about the municipality of Engerdal on the bus (territorial marketing, image building, branding)

9.00 Visit of the municipality Drevsjø and their reception centre for asylum seekers

10.30 Arrival at Elgå – the most remote village in Hedmark with 55 inhabitants. Discovery of the “multiservice shop”, of the Femundsmarka National Park Centre and the local multicultural school

11.30 Buffet Lunch

12.30 Departure for Idre (Älvdalen municipality) in Sweden – Information on the bus about the municipality of Älvdalen and the Destination Idre (territorial marketing, image and branding)

13.30 Arrival at Mørkret (the “Darkness”); Visit of the Fulufjället National Park Centre

14.15 Visit to the Elkfarm in Mørkret

15.00 Departure to Ljørdalen; information on the bus about the Interreg 4A-project “Around Fulufjället” and the settlement in Ljørdalen. Tasting of local products

17.00 Arrival in Trysil. Participants will receive information about Trysil as a major destination in Norway and the work of marketing and image building

19.30 End of the study tour, return at the hotel

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