

# PADIMA

## Policies Against Depopulation in Mountain Areas



**Horses as Driving Forces  
for Settlement, Occupation and  
Quality of life**

Le Puy en Velay 29-11-2011

Cathrine Fodstad Hedmark County Council



# Some words about the area



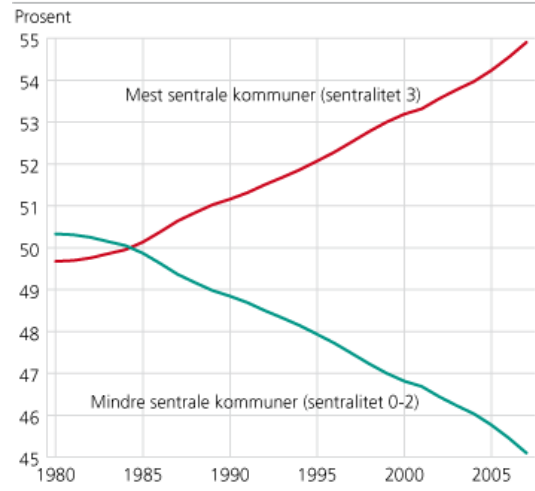
- The practice is located in 8 municipalities in the Mountain region
- Røros and Tynset are regional centers with 2500 inhabitants each
- The whole region has a population of 23 000
- Aim is to become 25 000 in 2020
  - A region with stable work marked, good services, schools, kinder gardens
  - 5 h drive to Oslo, 3 h drive to Trondheim
  - Stable climate
  - Fabulous mountain riding terrain
  - Large grazing areas, vibrant agriculture

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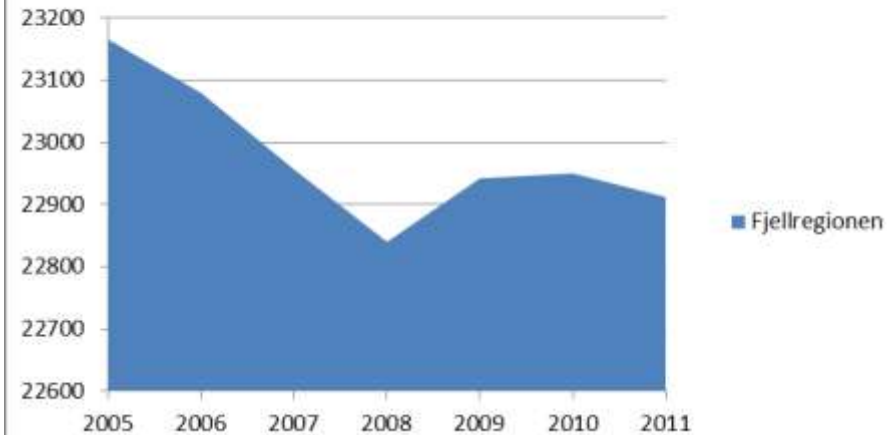
# What was the problem?



Andel av befolkningen i de mest sentrale og i de øvrige kommuner 1.1.1980-1.1.2007



Population in the Mountain Region

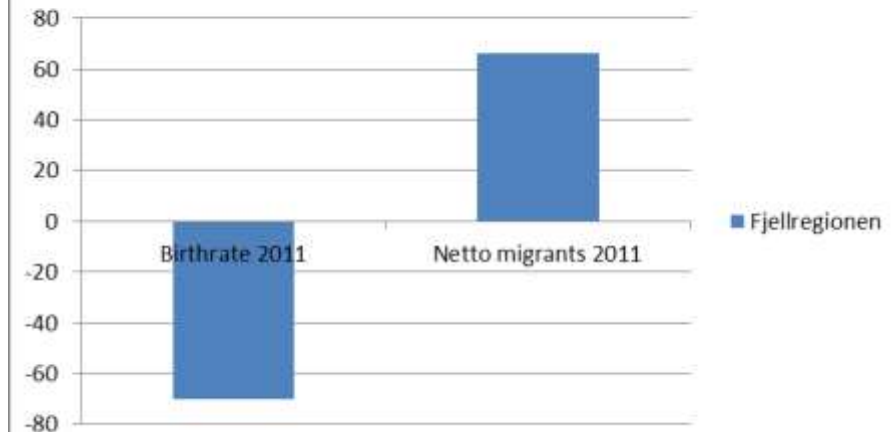


Migration to central areas has been a trend for 20 years. Today 56% of the population lives in lagre city areas

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Negative birthrate is equaled by migration

Birthrate vs migration



# What did we do?



- Make the Mountain Region of Norway the ultimate horse destination for experiences and settlement
  - Arrange a yearly land leading horse festival
  - Develop a regional website
  - Facilitate traveling by horse
  - Enhance horse related occupations
  - Facilitate equestrian living areas, riding arenas/halls
  - Facilitate Storsteigen Agricultural College as a center for horse related courses and education
  - Attract/keep women in the region



# How long?



Iniciated 2006

Started in 2008

Financed until 2012

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# Who got involved?



- Started as a private initiative with the formation of the organization Hesteriket
  - Project idea
  - Project description
- Supported by Hedmark County Council, Hedmark County and municipalities
- Project owner; Mountain Region of Norway
- Cooperating with the Interreg project Scandinavian Heartland



# How did we do?



- Festival with Star-ride has become a yearly event
  - Has attracted 2000 visitors and 200 riders
  - Promotes the region
- Riding and driving paths have been mapped
  - With places to stay for horse and rider
  - Up and coming Bed and Box website
- Website Hesteriket.no is welcoming horse-people, spreading news
- 6 different high quality riding-products has been developed for the international market (Interreg)
- Study trip and seminar with local offices and land owners concerning equestrian living areas and riding hall (Interreg)
  - Initiated a committee that is working with financing a regional riding hall and solutions for equestrian living areas
- Storsteigen as center for courses and education
  - Has hosted the Festival 3 times
  - We have, through Interreg contact with top competence on horse tourism development
  - Could lead to a national/international education/course on horse tourism?
- Survey about horse as lifestyle and occupation in the Mountain Region

# How much did it cost?



	Budget	Euro	Used	Left
<b>In kind support</b>	kr 960 000	122 000 Euro	kr 646 450	kr 313 550
<b>Hedmark County Council</b>	kr 700 000	90 000 Euro	kr 180 000	kr 520 000
<b>Hedmark Council</b>	kr 615 000	80 000 Euro	kr 244 405	kr 370 595
<b>Municipalities</b>	kr 396 500	45 000 Euro	kr 384 500	kr 12 000
<b>Total</b>	kr 2 671 500	339 000 Euro	kr 1 455 355	kr 1 216 145

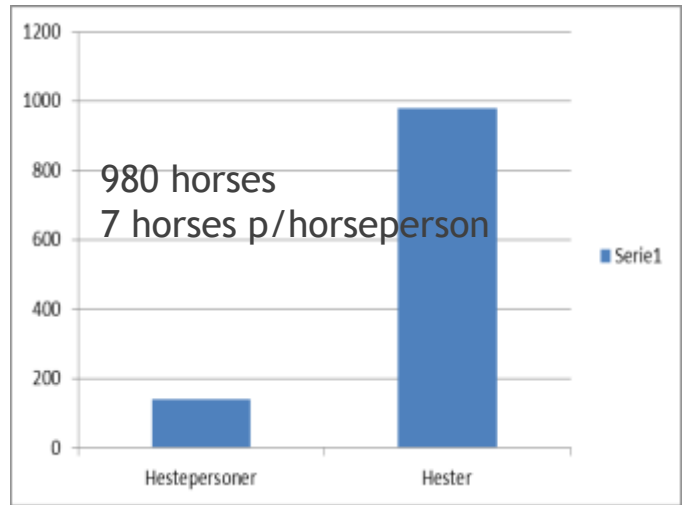
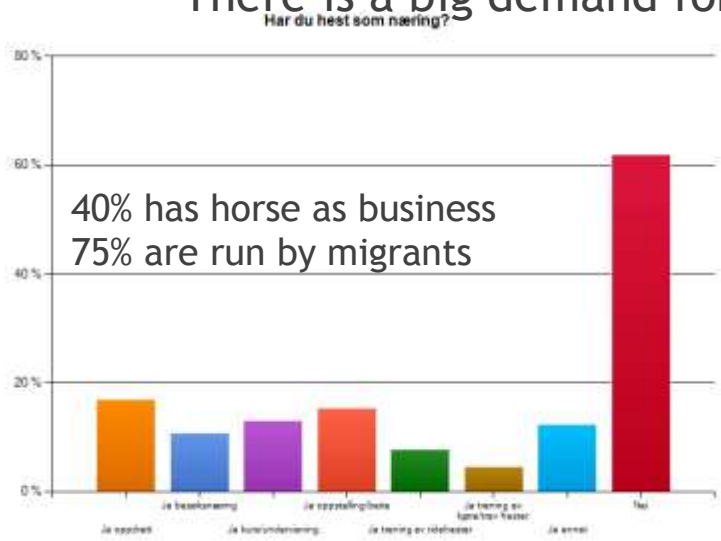
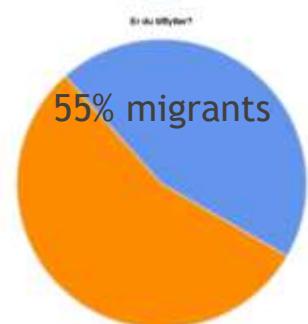
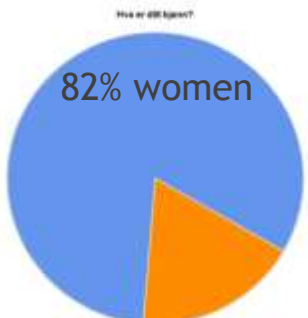
Some efforts planned in the project has been arranged through Interreg





# Does it work?

- Mapping of newcomers has revealed
  - 60 horse settlers the last 6 years
  - 8 new horse businesses
  - 15 (8+7) new employees connected to the sector
- Results of our survey indicates that
  - Our efforts attract/hold women in the region
  - Our region houses many horses
  - There is a big demand for a regional riding hall



# Problems?



- Finances
  - To little finances/resources to be able to work well on all areas
  - Wasted time on financing the project (results before financing)
  - The Interreg project Scandinavian Heartland has made us able to fulfill activities on all areas
- Little faith
  - Among the public: Why favor the horse sector, is this region only for those with special interests?
  - Among the horse people: We are not that outstanding
- Many partners involved
  - Different opinions among the horse people
  - Few opinions from the financial partners
- Cooperation with Hesteriket organization
  - Lots of ideas unclear borders, who leads the project?
  - Easy access to the target group through the organization
  - Lots of voluntaring



# How does it contribute to the ec diversification?



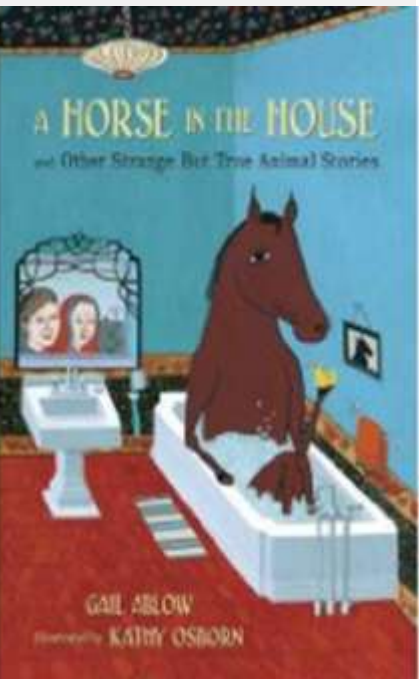
- To facilitate a region as a horse region is new in Norway
  - Exists in Sweden; Heby, Falkenberg and Gagnef
  - Study trip to Falkenberg led to the formation of Hesteriket
- Festival with Star-Ride is a new concept in Norway
  - There are horse shows but not where you can bring your own horse, Norwegian ide exported to Sweden
- Bed and Box site is new in Norway
  - We got the idea on a study trip to Sweden
- International horse riding holidays is new in Norway
  - Until now only riding holidays for the national marked



# Single initiative/Strategy?



- National strategies
  - 11 different strategies to keep population in rural areas
  - One strategy is providing small farms for sale and hire (Buskerud county)
- Regional Move Here Campaign 2001-2011
  - Promotion campaign for the Mountain Region
  - Promotion cooperation stranded as the demand for small horse farms was greater than the access
  - Cooperated on seminar about Equestrian living and a movie profiling settlers
- We are hoping efforts toward the horse sector will be accepted as a strategy to enhance settlement and economic growth in rural areas
- That a regional riding hall and equestrian living areas will be supported locally and nationally



# Transferability



- Great transferability to other areas
  - Many people have interests that fits well with a rural lifestyle hunting, horse-riding, sled-dogging, farming..
  - Rural regions has advantages compared to cities regarding lifestyle living
- This trend attracts migrants from urban areas
  - Often well situated
  - Does not have rural roots
  - Move to the most suitable place
  - Preferably where there are attractions/facilities/others with the same interest
- Facilities and suitable homes are necessary to get full effect



# Thank you very much for your attention, se you in Røros?



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## Policies against depopulation in mountain areas

Tilflyttere 2006-2011	Family	Occupation	Company	Municipality
Cathrine Fodstad	2	50 %	yes	Tynset
Nils Dacke	1	50 %	yes	Tynset
Kari Lindstedt	1	100 %	yes	Folldal
Karianne Andersen	3	100 %	yes	Folldal
Anja Scott	1	50 %	yes	Tynset
Tomas Lillehagen	1	50 %	yes	Tynset
Gry Nergård	0	100 %	yes	Folldal
Anne Hagen	0		no	Røros
Nils	1	50 %	yes	Tynset
Nina Grøvdal	1	50 %	yes	Tynset
Åsta Øverby	0	50 %	no	Røros
Nina Veslum	2	50 %	no	Tolga
Phi	1		no	Folldal
Heidi	1		no	Alvdal
Connie	3		no	Tynset
Monika Andersen	1		no	Røros
Margret	3	50 %	yes	Tynset
Elin Grindvold	2		yes	Tolga
Guri Grimstad	1	100 %	yes	Alvdal
Lærling Storsteigen		100 %	no	Alvdal
Lærling Storsteigen		100 %	no	Alvdal
Vingelen bedrift	4	100 %	yes	Tolga
Bjørg Lorentzen	3		no	Tolga
Jens Møller	1		no	Os
Kathy Summa		100 %	no	Tynset
Ansatt Kvistli		100 %	no	Folldal
Ansatt Lian (flyttet igjen)		100 %	no	Tynset
		7 ansatte	8 bedrifter	