SMART MOUNTAINS

XII European Mountain Convention

25 – 26 – 27 October 2022

How to make our territories attractive and future- oriented?

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Innovangsjon
- How to make a small community more attractive

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ABOUT VANG

- A municipality in Innlandet county, in the middle of southern Norway
- 1587 inhabitants (01.01.2022)
- 1505 km²

- Characteristics:
  - Mountains. 88 % of the area over 900 MASL
  - The festival «Vinjerock» in the middle of the mountains
  - An important road between east and west for hundreds of years

Innovangsjon

- A bottom-up initiative made of young people living in and connected to Vang
- The festival «Vinjerock» (est. 2006) was a starting point, it made them think:
  - **« Why not make something that will stimulate growth and development in Vang every day, not only 3 days a year? »**
- **«Innovangsjon»** is made of «innovasjon» (=innovation) and Vang
- Starting with innovation days, ending up with two people working full time using the possibilities and meeting the challenges in the vast municipality
- Organized as a cooperative, mainly owned by the local bank and the festival
- Financed from, but independent of, the municipality
- Main challenges in Vang: Young people moving away, short of jobs (or competent people to fill the jobs), short of housing, perhaps a little fear of changes in the culture

VANG BYGGJER VANG

The main goal:
To increase the population!
How to do it:
- Jobs
- Housing
- Meeting places
- Communication

«FREDAGSKOS» (FRIDAY PARTY!) BUSINESS BREAKFASTS AND PUB EVENINGS

- Meeting points for new and «established» residents

- Welcoming the new residents of Vang

- Having a good spare time!

- Building of local engagement

- A place to find someone with common interests
  and to build new relations

For people running theire own businesses there are special events, like breakfasts or pub evenings where you are social, you build network and get some learning from presentations.

MORE MEETING PLACES...

... you find on the website:

framsida / aktuelt / det skjer

Kva skjer i Vang

| Tidspunkt | oktober 2022 ⌄ | Kategori | Alle ⌄ | Arrangør | Alle ⌄ |

onsdag 26. oktober 2022

10:00	**Spinning med Kine - onsdager** Ryfoss treningssenter	⌄
17:00	**Bmx trening** Makkenparken og VBU	⌄
18:00	**Klatring** Vangshallen	⌄
19:00	**Dametrim** Vangshallen	⌄
19:30	**Løpeintervaller** Åsvang	⌄

torsdag 27. oktober 2022

10:00	**Torpe aktivitet** Torpe grendehus	⌄
11:00	**Babysang i Drengestøga** Drengestøga	⌄
17:00	**Handballtrening** Vangshallen	⌄
19:30	**Vangskoret** Åsvang / Auditoriet VBU	⌄
19:30	**Trim i basseng og terapibasseng** Vang svømmehall	⌄

HOUSING AS THE MAIN CHALLENGE

The housing market in Vang was characterized by a lack of housing all in all, but especially

- A lack of small, attractive units
- Problems to get flats for the young ones who buy their own house for the first time, and the same for the older generation
- Only one housing estate where you could build new houses
- Many empty farm houses

THE STRATEGY FOR HOUSING

- Starting with regulatory planning

- New, small and attractive units as a starting point

- A project called «Huga på gard» (I want a farm!) where they asked everybody with empty farm houses whether they wanted to sell them or rent them to someone.
    - An understrategy to this became to make it possible to keep the mountain lodge even though you sell your farm

- Allowance to build new houses both in the centre and other places in the municipality   (as an example: In Hensåsen, an especially sunny place)

- More activity in the municipality centre (like in the cities, but of course smaller)

- The municipality became a more active part in the development

THE RESULTS

- In the period 2015-18, 8 houses with 16 small units for the young and the older people were built

- A new, private field for building 10 houses was established in 2017

- There are 3 other initiatives with up to 10 housing units, both near the centre and more spread around in Vang

- The municipality has also made a new field with 21 plots for houses, from 2021

- Of about 80 empty farm houses, 35 of them has come for sale, and 20 for rent 2018-21

- A new regulatory plan for development of the municipality centre 2022-

- An incentive program from 2022

THE OVERALL RESULTS AFTER 10 YEARS OF INNOVANGSJON

- The population is stabilised
- A younger population
- The level of education is higher
- Higher turnover for the businesses
- Many new houses (and cabins) are and will be built
- High visibility of the community

THANK YOU !

THANK YOU / MERCI / GRAZIE !