



Vi landsbyggare
LEADER HÖGA KUSTEN

CHANGING PERCEPTIONS

ATTRACTING PEOPLE TO THE COUNTRYSIDE

THE STORY

Baseline measurement



NOVEMBER 2016

FEBRUARY 2017

JUNE 2017-DEC 2018

JANUARY 2019



LAG MISSION

Challenge existing negative perceptions on the possibilities to live and work on the countryside & create positive view of the entrepreneurship in the High Coast of Sweden.

TARGET GROUP

1. Creative, skillful & cooperating entrepreneurs and non-gov associations that want to develop the countryside of the High Coast of Sweden (25-50).
2. Who lives or wants to move to High Coast of Sweden.
3. Stakeholders



THESIS

- Through challenging existing perceptions
- Create an attractive place that draws in capital and skilled & driven people
- To attract people to the countryside



IDEA/RESOLUTION

WITH LANDSBYGGARE SHOW POSSIBILITIES
Driven and skilled entrepreneurs and non-profit associations that "builds" the country and creates jobs on the countryside.
Land = country
Byggare = Builder

STRATEGY

1. Skill Development and community days (Landsbyggare days)
2. Inspiration (social media campaign)
3. Public forming making



CAMPAIGN CONCEPT

Social Media Campaign portraying nine entrepreneurs "Landsbyggare" in the High Coast of Sweden

Different sectors in all four municipalities of The High Coast (Kramfors, Örnsköldsvik, Härnösand and Sollefteå)



RESULTS & MEASUREMENTS

Final results February 2019 follow up on the baseline measurement

Goals: Main goal, increase positive attitude with 5%

THE RESOLUTION



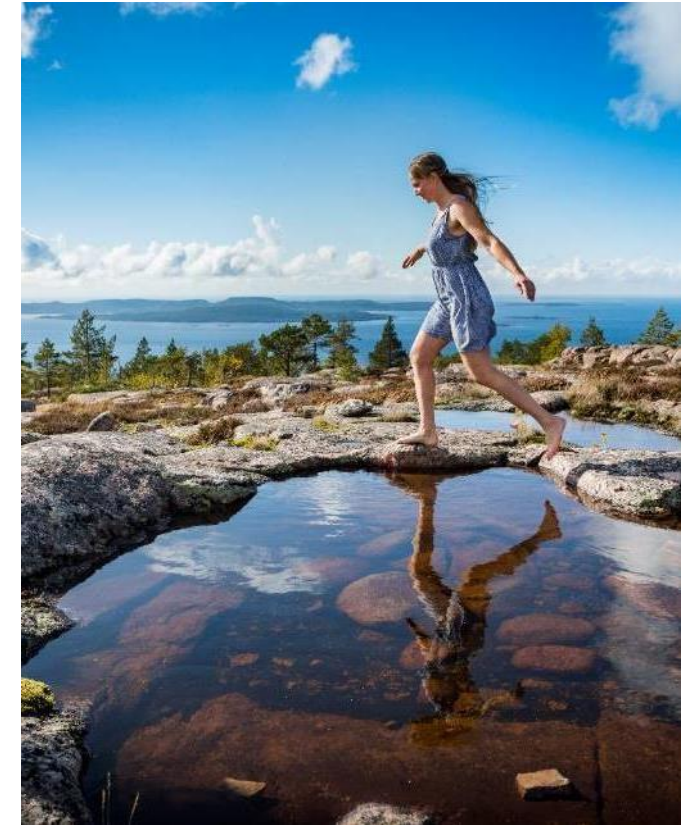
1. SKILLDEVELOPMENT/CREATE COMMUNITY

Stimulate skill development and networking to inspire driven entrepreneurs and associations. Seminars that create opportunities for long-term partnerships, community building and innovation through the Leader method.



2. INSPIRATION/SOCIAL MEDIA CAMPAIGN

Inspire and broaden the target group of people that potentially want to move to the High Coast of Sweden through a social media campaign that portraits nine entrepreneurs "Landsbyggare" in the High Coast of Sweden. To create pride and wish to become a Landsbyggare.



3. PUBLIC FORMING MAKING

Create a positive perception of rural areas of the High Coast of Sweden: opinion articles, speeches/ workshops on entrepreneur fairs and conferences. Also changemakers shared their positive view on the possibilities and the countryside on www.landsbyggare.se

THE CAMPAIGN CONCEPT



1) **MOOD** – Evoke the feeling of wanting to become a *Landsbyggare*. Changing perceptions.



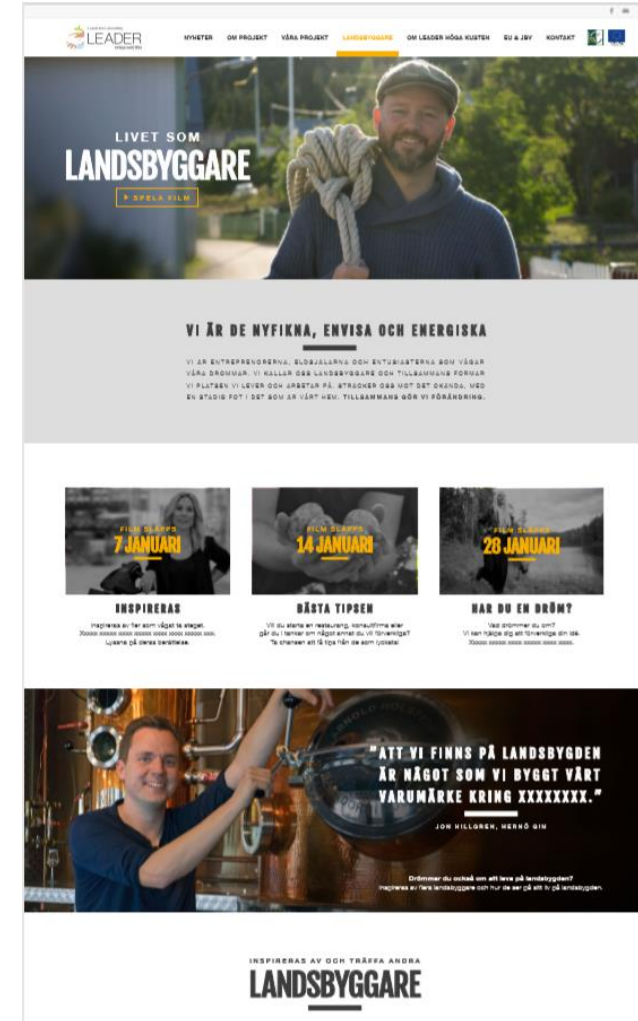
2) **SHOW POSSIBILITIES** - show the possibilities and inspire to new business ideas and projects on the countryside.



3) **TIPS**- best tips from *Landsbyggare* to those who decide to take the step, start a new business or realize an idea on the countryside.



4) **HOW CAN WE HELP YOU?** – who are we, how can we help those who want to be a *Landsbyggare*. Presenting inspiring ongoing Leader projects.



@landsbyggare

facebook

Leader Höga Kusten

DISTRIBUTION-
www.landsbyggare.se

THE RESULTS

350 000

Views since 1th of march

facebook

6 390

Page views
landsbyggare.se



83 800

Exposures
Instagram

34 500

Interactions
Instagram



Contacted by people who want to start a business and move to the rural areas of the High Coast – also other Leader offices who wants to “copy” the concept.



Opinion forming on national fairs for example resulted in attention from politicians. Sven-Erik Bucht, Minister for Rural Affairs and other changemakers have shared their positive view on the countryside on www.landsbyggare.se



Wide spread media attention for Landsbyggare and Landsbyggare of the year. The entrepreneurs are proud to be a part of and shared the content in the campaign simultaneously.



Landsbyggare a national concept
And network/community of
“Landsbyggare” locally created.

THE TEAM



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Project

- € 204 148
- The work will be done in collaboration with b.la. village groups, all of Sweden will live with the community and public actors throughout the LEADER area.
- 2-year project

We also see a new idea that, through common forces, we create a changed image of the entrepreneurial climate through a combination of attitude and opinion work, networking and at the same time work for increased occupation and new business / job creation.

In addition, the innovative thinking is to inspire positive examples and create a positive spirit and community with rural entrepreneurs (#landsbyggare).