



A PART OF THE EUROPEAN AGRICULTURE FUND FOR RURAL DEVELOPMENT

Landsbyggare

- changing perceptions & attracting people to the countryside

Landsbyggare

OUR MOTIVATION FOR WORKING WITH THIS TOPIC

We wanted to challenge existing negative perceptions relating to living and working in the countryside and create a more positive view of rural entrepreneurship in the High Coast of Sweden. We challenged existing perceptions and aimed to attract people to live and work in the countryside.

THIS IS WHAT WE DID AND DO

We involved committed local entrepreneurs and NGOs – the `Landsbyggare` = `Country-builders` - in developing skills development and community days – to identify opportunities for long-term cooperation -, a social media campaign, and public awareness raising. Nine entrepreneurs were portrayed in our social media campaign. Speeches, workshops, newspaper articles also were part of our public opinion forming campaign. With all this, we wanted to share the sense of pride we feel in being `Landsbyggare`. So far, we counted more than 6390 page views of our website – www.landsbyggare.se -, more than 350 000 Facebook page views, and more than 34500 exchanges on Instagram. Other LEADER offices showed interest in adopting the concept and people from `outside` contacted us with enquiries about how to start a business or move to our territory. We also created a local network community of Landsbyggare.

GOALS

Main goal, increase positive attitude to entrepreneurship with 5% . Companies/people moving to th High Coast of Sweden. New collaborations between companies and NGO's. Create a feeling of wanting to be a part of the community of Landsbyggare

THOSE ACTORS WERE IMPORTANT

We primarily targeted creative entrepreneurs and NGOs that wanted to develop the countryside in the High Coast of Sweden, but we also communicated to potential new residents in the High Coast of Sweden.



PROJECT NAME

Vi Landsbyggare

EU PROGRAM

European Agriculture fund for rural development

SIZE OF EU GRANT

2 116 478 SEK

DURATION OF PROJECT GRANT

2 years

LEAD PARTNER

LAG `LEADER Höga Kusten`, Sweden

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