



PROJECT PART-FINANCED BY
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Mountain product promotion and development

The policies of the local authorities

The role of local authorities

Lars Hustveit

Coordinator - economic development

Sogn og Fjordane County Municipality

Territorial authority – 3 levels

	Political bodies	Public authorities set up by the government
National level	The government	Directorates or similar (sector specific authority)
Regional level – the counties	The county council and its administration	E.g. economic development: Innovation Norway / Agriculture / Fisheries / Employment / Universities / Environment
Local level – the municipalities	The municipality council and its administration	

County level partnership - within economic development

	The county municipality	State authorities	The social partners
Facilitating economic development	Regional development dept.	Dir. of fisheries County Governor – agricultural dept.	An association of companies has money (supplied by the government) aimed at economic development
Initiatives aimed at businesses		Innovation Norway Employment authorities	
Communications	Transport Broad band	Road authorities	
Education / R&D	Upper secondary schools / Vocational training	The University College of Sogn og Fjordane	

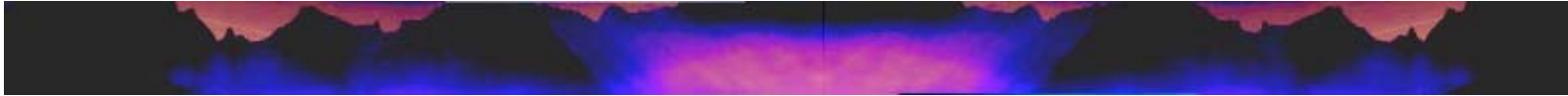
Important financial and legal means:



- Financial recourses to promote economic development :
 - Sogn og Fjordane County Municipality: € 12,9 mill (8,9 m - national)
 - Allocated to Innovation Norway €5,2 m
 - Allocated to the 26 municipalities €2,2 m
 - County Governor – Agricultural Dept. € 3.2 mill
 - Allocated to Innovation Norway €2,6 m
 - An association of businesses € 11,8 mill
 - Allocated to Innovation Norway €7,3 m

-----> € 28.000.000
- Legal means
 - E.g. within territorial planning and land-management

How does the partnership work?



- The county council is expected to adjust different sector policies to meet the regions specific challenges
- The partners sometimes have to agree upon roles and responsibilities. The tool is the county plan
- In addition we co-ordinate initiatives on county level with initiatives from the government or from the municipalities.
- It is complex
 - + The partnership is able to operate flexible
 - + Co-ordination were co-ordination is needed
 - Certainly not as transparent as it could be

Themes of the policy driven by the territorial authority (1)



The main policies, actions, interventions of the County council:

- Improving the democratic participation in community development
 - County planning – community-, economic- and territorial planning
- Communications; Broadband &Transport
- Initiatives aimed at youth
- Education &Training
- Support to promote economic development

Themes of the policy driven by the territorial authority (2)



The main policies, actions, interventions of the County council:

- **Support to promote economic development**
 - Important initiatives has been aimed at development of
 - **agriculture**
 - **aquaculture / fisheries**
 - **tourism**
 - **hydroelectric power**
 - **oil & gas**
 - **mineral recourses**
 - **in general: building of competence, innovation and entrepreneurship**
 - Including
 - **Analyses / Research - Knowledge development**
 - **Development projects were different players have to act together**
 - **”Building” of meeting places & networks**

As regard promotion of food, craft and tourist products for adding value of local heritage...



In general:

- Initiatives including advice and funding aimed at any business sector -- e.g.
 - R&D
 - Initiatives aimed at start ups
 - Design
 - Business management; strategies and development
 - Export

Craft:

- No "heavy" specific initiatives
- An initiative aimed at improving the management of small cultural firms has recently been introduced

Forestry:

- Initiatives aimed at innovation / a value adding program
- Initiatives aimed at developing Bio Energy

As regard the promotion of food, craft and tourist products for adding value of local heritage...



Tourism:

- In addition to the "cross business branch" activities:
 - We have contributed to the establishment of Destination Development Organisations
 - "Fjord Norway" is promoting international tourism in Western Norway
 - We support both financially

Food:

- In addition to the "cross business branch" activities:
 - The state authorities have organised an agricultural department on county level
 - The county has two agricultural schools
 - The agriculture college in Aurland has organised "a centre of small scale food processing" aimed at local niche food producers
- An organisation is established to facilitate co-operation and to promote rural tourism and local food (NBG)

A focused issue in our new county plan

THE POTENTIAL WITHIN CULTURE AND RESOURCE BASED FIRMS



To develop the future possibilities for rural firm businesses that are directly or indirectly connected to natural and cultural resources and try to develop products based on innovative use and quality interpretation of these resources.

Sectors of relevance are for example recreation and tourism, niche agricultural products, film, art and design individually or as combined activities.

The motivation for these developments and market orientation of the products and activities in question may be oriented towards own inhabitants, visitors or tourists consumed locally elsewhere in the region or exported to other areas.

Within these development issues we see great possibilities to learn from other mountain regions

Specific measures for mountain areas?



- Formally NO
- But - The Norwegian rural policy covers the mountain regions of Norway nearly 100%
- The Norwegian government that took power last autumn promise to develop a new policy aimed at mountain areas

”Soria Moria”-erklæringa:

”Videreutvikle verdiskapingsprogrammene for mat, trevirke og reindrift, og stimulere til utvikling av nisjeprodukter, satse på bygdeutviklingstiltak og bioenergi og utvikle en ny politikk for fjellområdene.”