



A.1 - Area description. Study area 1 Nord-Gudbrandsdal

Study area 1 : Nord-Gudbrandsdalen - 6 municipalities (6 * NUTS 4) Community of 6 municipalities, common regional council																			
1/ Map and environmental/ geographical description																			
Norway and Oppland:	Nord-Gudbrandsdalen in Oppland																		
																			
2/ Geographical environment:																			
<p>The region Nord-Gudbrandsdalen consists of two valleys, the main valley Gudbrandsdalen with the river Gudbrandsdalslågen. The other valley is Ottadalen with the river Otta, a branch valley of Gudbrandsdalen. The region has a sub-arctic climate with very little rainfalls. These factors sets definitive limits for production in the region. Irrigation is very important for the agriculture, and has long tradition in the district.</p> <ul style="list-style-type: none"> • Mountains massif: Jotunheimen, Rondane and Dovrefjell • Area 9905 km² - • Altitude between 265 and 2469 m. (Galdhøpiggen, highest mountain in Norway) • 100% mountain areas (as 93% of Norway is considered as mountain areas) 																			
3/ Economic and social dynamics																			
<ul style="list-style-type: none"> • Population 19 764 (2004) • Density of population: 2 persons pr. km² • Negative demographic evolution <p>Activities are: About 70% of the population between 16 – 66 years are employed.</p> <p>Employment according to statistic data from 2001-2003</p> <table border="1"> <tbody> <tr> <td>Agriculture, hunting and forestry</td> <td>18 %</td> </tr> <tr> <td>Manufacturing and Mining²</td> <td>11 %</td> </tr> <tr> <td>Electricity, gas and water supply</td> <td>1 %</td> </tr> <tr> <td>Construction</td> <td>9 %</td> </tr> <tr> <td>Wholesale and retail trade, hotels and restaurants</td> <td>18 %</td> </tr> <tr> <td>Transport, storage and communications</td> <td>5 %</td> </tr> <tr> <td>Real estate, renting and business activities</td> <td>5 %</td> </tr> <tr> <td>Public administration and defence, education, health, etc.</td> <td>32 %</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table>		Agriculture, hunting and forestry	18 %	Manufacturing and Mining ²	11 %	Electricity, gas and water supply	1 %	Construction	9 %	Wholesale and retail trade, hotels and restaurants	18 %	Transport, storage and communications	5 %	Real estate, renting and business activities	5 %	Public administration and defence, education, health, etc.	32 %	Total	100%
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The farms in Nord-Gudbrandsdal are in average small, and for many it has always been necessary to get some income from pluri-activities or from work outside the farm. Milk and meat are the most important productions. Long tradition in rural-tourism, but special in the mountains area there are several hotels and other kind of lodging. The rate of employment in public administration, education and health services is high, and seems to be increasing. The city Otta is more or less a kind of centre in the region.

4/ Description of policy organisation and zoning

Study area=Region of Nord-Gudbrandsdal (voluntary grouping of 6 municipalities)

- County of Oppland (NUTS 2)
- Region Nord-Gudbrandsdal (NUTS 3)
- Municipalities (NUTS 4)

Today there are four national parks in the region, and there are two more under planning. The project “Nasjonalparkriket” is a common commitment between the municipalities in the region where the national parks are used as a catalyst to increase value in the region. The program is principally turned towards tourist industry, but also towards agriculture and other industries in connection to tourism.

The Regional Councils of Nord-Gudbrandsdalen has got the responsibility for “BU-midlene” in the region (national pilot project). This is a fund where farmers can apply for economic support to build barns etc, or any kind of sideline productions. In this way the region has the opportunity to decide the direction of development in the region.

The Regional Councils of Nord-Gudbrandsdalen has also got the responsibility for “DA-midlene” in the region. This is a regional political compensation for rural districts, and can be used to development project initiated by the business word in the region.

AI Stokk og Stein

AI.2 - Product description

Product 1: Stokk og stein (www.stokkstein.no) (craft product)
Type of product, local name, brief description
Stokk og Stein is the name of a firm. They build and restore traditional timber buildings (cross logging). They produce some wooden bridges, masonry work, arrange courses, etc. This firm is not the only one that offers this skill. The technique cross logging has been applied in Norway for more than thousand years. There still exist buildings that are more than seven hundred years old. This fact indicates quality both in materials and craftsmanship. These traditions are the basis for the hand made products of Stokk & Stein.
Area of the production:
The production is located in the municipality of Lom.
Area of processing:
The pre-fabrication of the construction is done in their production hall inn Lom, and the administration is located at the same place. All the employers are local.
Official origin or quality label or designation or private brand:
Annual turnover of the commodity chain:
Turnover in 2004: 13.000.000 N.Kr. (1.625.000 €)

Volume of production
Difficult to tell exact volume of production, but during a year they use about 10.000 meters of timber + some converted timber.
Number of producers
There are a lot of small producers that offer this kind of handcraft, but in the study we will only look at the firm Stokk og Stein.
Marketing/selling area:
Both local and outside the territory, even abroad.
Direct employment generated by the commodity chain:
The company Stokk & Stein has total 22 employed, 16 man-labour years.

AI.3 - Project description

Context (in brief): organisation of the holders and the environment of the project

- ✘ **Project title:** Competence improvement project at Sør Trøndelag College.
- ✘ **Duration:** Initiated 02.07.03 finished 20.02.06
- ✘ **Initiative:**

The project was initiated by 'Stokk og stein' due to an economic decline in the firm's current production of new cross logged buildings. 'Stokk og stein' thus wanted to shift focus and concentrate their business activity on restoring old traditional buildings and bridges etc. The project is a part of this overall business strategy.

- ✘ Description of the **organisation** that carries out the project:

The project is carried out by Stokk og stein which is a commercial share holder company. Most of the shares are owned by the employees of Stokk og stein. Stokk og stein was established in May 1997 by a group of teachers who got unemployed because of an educational reform. In addition to earning money Stokk og stein wants to revitalise and carry on traditional building techniques and cultural heritage of the region. At the present Stokk og stein employs 22 people (full time and part time) and has a total turnover of 13.000.000 NOK (1625000 Euro).

- ✘ Which difficulties, linked to the context, are met by the holders?

There are problems with loss of traditional know how. One reason for this is that, for the time being, traditional cogging techniques are not taught in any professional training programme. Besides, there are about 300 public forms that every building company – small or large - has to know. This, in particular, inflicts costs on small companies. Because Stokk og stein does only to small extent use little local timber/raw materials, there are costs related to transport. According to Stokk og stein, there are not any particular costs related to being localized in a mountain region, but if possible the firm would prefer to become part of a stronger business environment.

- ✘ Assets met linked to the context

The fact that the region (Nord Gudbrandsdalen) has the highest concentration of protected buildings in Norway represents an important asset for Stokk og stein. (One fifth of the protected buildings in Norway are found in Nord Gudbrandsdalen). For one thing, this cultural heritage is a source of knowledge and inspiration about traditional handicraft and skills. For another thing, protected buildings require continuous maintenance, and as such protected buildings make up a local market for Stokk og stein. Maintenance of

protected buildings also brings Stokk og stein in regular contact with the Norwegian Directorate for Cultural Heritage (Riksantikvaren). Transparent local conditions, good personal networks, flexible organisation are other contextual assets for a small scale firm like Stokk og stein. Finally, it should be mentioned that Nord Gudbrandsdalen is an important tourist resort, something which means that it is relatively easy for Stokk og stein to get in touch with visitors from different parts of Norway (and the world).

Content of the project :

✘ **General objectives :**

The ‘improved competence project’ has two main objectives: First, the employees who attended the course should improve their skills and other qualifications concerning maintenance of physical cultural heritage. Second, Stokk og stein should strengthen its contacts with cultural heritage and conservationist authorities at the national level (i.e. Riksantikvaren).

Are the objectives of the project clearly defined by the holders ?

Yes.

✘ **Operational objectives :** means implemented concerning:

- The employees that attended the course should write a course paper and pass examination.
- The employees, and thereby Stokk og stein, should build networks with other craftsmen and national cultural heritage authorities.
- The employees, and by doing so Stokk og stein, should attain required competence to work on protected buildings, etc.

AI.4 - Description of the action / intervention of the territorial authorities

4.1.1 – Which territorial authorities supported the project ?

Name of territorial authority	NUTS level
<i>Statens nærings og distriktsutviklingsfond (SND); now Innovation Norge (Innovation Norway)</i>	NUTS 1 and 2
<i>Local Bank; Lom og Skjåk sparebank</i>	NUTS 5

4.1.2 - Description of the intervention of each territorial authority

4 questions	8 sub-questions	Answer
WHO ?	Name of the territorial authority	Statens nærings og distriktsutviklingsfond (SND)/Innovation Norway (NUTS 1 and 2)

FOR WHICH PURPOSE ?	What are the concrete actions supported?	- attendance by three employees of Stokk og stein at a 6 month course in maintenance of cultural heritage. The course was given by Sør Trøndelag College
HOW ?	Type of the intervention	- financial support which enabled employees of Stokk og stein attend the course - financial support for an internal educational programme by Stokk og stein - financial support for marketing activities
	Direct beneficiaries of the intervention / measure	- The firm Stokk og stein
	Conditions to be fulfilled by the beneficiaries	- Written report with an account that shows actual expenditures after the project is finished.
	Modalities and duration of the intervention	- Annual grant/one time
HOW MANY ?		- Amounts granted € 31250 - financing rates (%) : 50% - financial ceiling: € 31250

In addition the project was supported by € 2500 from Lom og Skjåk sparebank (local bank).

2. Complementary questions

A) Level of accuracy in the definition of the intervention

The financial grant from SND was given to the project as a whole. (Cf. SND's standard conditions.)

B) Context of the intervention

- Cf. above; the intervention corresponds to an existing frame of SND decided by national policy.

C) Partnership between territorial authorities and holders.

The project was a partnership/joint venture between SND and Stokk og stein in which each party contributed 50%

D) Non financial intervention

The project was morally encouraged by municipal authorities of Lom kommune.

4.1.3 – General questions (in case of several territorial authorities' interventions)

Not relevant.

4.1.4 – Financial information

	Territorial authorities						Self-financing
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3...	Nuts 4	Nuts 5	
Amount (€)	€	€ 31250	€	€	€	€ 2500	€ 28750
Share (%)	%	50%	%	%	%	4%	46%

Summary diagram such as:

➔ Share of public grants in the project: 50%

AI.5 - Analysis of the intervention of the territorial authorities in the project

5.1 Effectiveness of the intervention of the territorial authorities

✘ Have the forecasted objectives of the project been achieved ?

Objectives	Answer
Objective 1: <i>Improving skills/knowledge</i>	<i>1. Partially achieved 2. Two course papers were submitted and accepted</i>
Objective 2: <i>Network building</i>	<i>1. Achieved 2. In particular the project was fruitful concerning future cooperation with national cultural heritage authorities.</i>

✘ Are there any non forecasted objectives that have been achieved ?

None

✘ Environment of the project :

No negative consequences. If the project leads to extended use of forest products, the long term environmental consequences might be positive.

Effectiveness : Good

5.2 Relevance of the terms of intervention of the territorial authorities

By and large the conditions set by SND were met/adapted by Stokk og stein. That is, the financial support was used in agreement with the terms given by SND. The grant was sufficient and relevant to realize the project. Because only one territorial authority (SND) was directly involved in the project, the question referring to coordination between different public agencies is irrelevant. According to Stokk og stein, the project would not have been realized without the grant from SND. The support given by SND was a lump sum grant, something which left Stokk og stein with necessary freedom to adapt the project to their overall business strategy.

❏ Positive points : Most important, the project would not been accomplished without intervention/support from SND.

❏ Negative points : No particular negative points.

Relevancy of interventions: Good

5.3 – Monitoring

✘ type of monitoring:

Stokk og stein should give a written account for the project after it is finished. There has been no meetings or monitoring between Stokk og stein and SND during the project period. There is no significant effect of monitoring/contact between territorial authorities on the efficiency of the project.

✘ **Quality of the relations and collaboration between the territorial authorities and the holders:**

The project holder claims that the climate of collaboration and other relations to territorial authorities are good. No contact has been made to get an appraisal of the project from territorial authorities.

The monitoring is: Average/sufficient

5.4 – Efficiency of the territorial authorities interventions

In conclusion the efficiency of the intervention by territorial authorities (SND/Innovation Norway)) is satisfactory. After all the main objectives of the project have been realized due to financial support from SND/Innovation Norway.

AII Kulturgarder i Gudbrandsdalen

AII.2 - Product description

Product 2 : Kulturgarder i Gudbrandsdalen(www.gardmillom.no) (tourism)
Type of heritage promoted:
It's a group of 17 farms that offers the tourist glimpse into unique farmyards and experiences each summer called Gardmillom. Different cultural activities are offered as concerts, shows, exhibitions, traditional food/dishes
Brief of this heritage:
Use old traditional farms and farmhouses as frame for culture based arrangements.
Description of the tourist product witch promotes this heritage:
The events are bounded for one week during the summer. Each farm has their own program with different cultural activities. The price is various for each arrangement.
Network:
All 17 farms works inn a network with common marketing. The actors on the arrangements can be the farmers them self, musicians, painters or other artists. Number of actors is difficult to tell.
Number of visitors per year:
Total 8000 visitors in 2005
Turnover/budget/year:
The cooperation has a "0" – budget. The turnover at each farm is very various.
Employment
All the farmers work with the planning of the arrangements during the year and are hostesses for the events. In addition there is one part time employed.
Local tourism context:
There are several tourism activities in the close environment to each farm as museums, national park centre etc. The network collaborate with the local tourist offices, The Norwegian Mountain Touring Association, local hotels etc.

All.3 Project description form

Context (in brief): organisation of the holders and the environment of the project

- ✘ Project title:** Food quality and food specialities from Gudbrandsdalen.
- ✘ Duration:** Start 19.05.05 end 31.12.05.
- ✘ Initiative:**

Kulturgardar i Gudbrandsdalen BA was initiated by two persons; Øystein Rudi and Dag Lindvig. The main objectives of the organisation are to use old farm buildings and amenities of the built environment for cultural events, serving of local food specialities, and accommodation. “Gardmillom” is the main event which takes place the last 10 days of July each year. Seventeen different farms spread all through Gudbrandsdalen take part in Gardmillom.

✘ Description of the **organisation that carries out the project:**

- Name of the organisation: Kulturgardar i Gudbrandsdalen BA
- Who are the holders: 17 farms in the region are members/owners of Kulturgardar i Gudbrandsdalen.
- Constitution of the organisation: Kulturgardar i Gudbrandsdalen is non-profit organisation.
- Date of creation: 2001
- Purpose: Kulturgardar i Gudbrandsdalen BA should assist its members/owners to develop new products, improve the quality of existing products, create networks, cause synergetic effects from cooperation, and strengthen the market profile and cultural identity of the region.
- general budget of the association: In 2005 the turnover of Kulturgardar i Gudbrandsdalen was about €37.500,-.

✘ Which difficulties, linked to the context, are met by the holders?

Concentration of many cultural events in late July and early August represents a challenge. Loss of traditional knowledge is another challenge. The fact that 17 different participants are involved in Kulturgardar i Gudbrandsdalen, implies costs of coordination. Finally, bureaucratic complexities might sometimes cause difficulties. None of the difficulties are linked to location within mountain areas.

✘ Assets met linked to the context

Kulturgardar i Gudbrandsdalen is based on the cultural heritage of the area. That is, the large concentration of traditional farm buildings in Gudbrandsdalen, beautiful sceneries and landscapes with living agriculture, as well as immaterial traditions and artistic abilities. Tourism is another important asset of Gudbrandsdalen.

Content of the project :

✘ General objectives :

‘The food quality project’ should improve kitchen skills and quality of the food served by the 8 participants of the project. This objective is clearly understood by the holders.

Operational objectives :

The project has 5 operational aims:

- i. To implement food quality measures for the cuisine of farms that serve food.
- ii. Create new dishes/"gardmillom" specialities for 8 farms.
- iii. Carry out an analysis of the needs for new competence at each participating farm.
- iv. Organize a study-tour to Italy.
- v. Information sharing and organising seminars

AII.4 Description of the action / intervention of the territorial authorities

4.1 – Which territorial authorities supported the project ?

Name of territorial authority	NUTS level
<i>Innovation Norway</i>	1 and 2

4.2 - Description of the intervention of each territorial authority

4 questions	8 sub-questions	Answer
WHO ?	Name of the territorial authority	Innovation Norway
FOR WHICH PURPOSE ?	What are the concrete actions supported?	The operational aims mentioned above, i.e.: <i>i. To implement food quality measures for the cuisine of farms that serve food.</i> <i>ii. Create new dishes/"gardmillom" specialities for 8 farms.</i> <i>iii. Carry out an analysis of the needs for new competence at each participating farm.</i> <i>iv. Organize a study-tour to Italy.</i> <i>v. Information sharing, organising seminars</i>
HOW ?	Type of the intervention	Financial support, one time grant
	Direct beneficiaries of the intervention / measure	The 8 farms that participate in the project.
	Conditions to be fulfilled by the beneficiaries	None in particular, but a written report should be sent to Innovation Norway when the project is finished.
	Modalities and duration of the intervention	The grant is given for the two year project period.
HOW MANY ?		- Amounts granted: € 40.000,- - financing rates: 50% - financial ceiling: € 80.000,-