

PADIMA

Policies Against Depopulation in Mountain Areas



**Horses as Driving Forces
for Settlement, Occupation and
Quality of life**

Le Puy en Velay 29-11-2011

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Some words about the area



- The practice is located in 8 municipalities in the Mountain region
- Røros and Tynset are regional centers with 2500 inhabitants each
- The whole region has a population of 23 000
- Aim is to become 25 000 in 2020
 - A region with stable work marked, good services, schools and kinder gardens
 - 5 h drive to Oslo, 3 h drive to Trondheim
 - Stable climate
 - Fabulous mountain riding terrain
 - Large grazing areas, vibrant agriculture

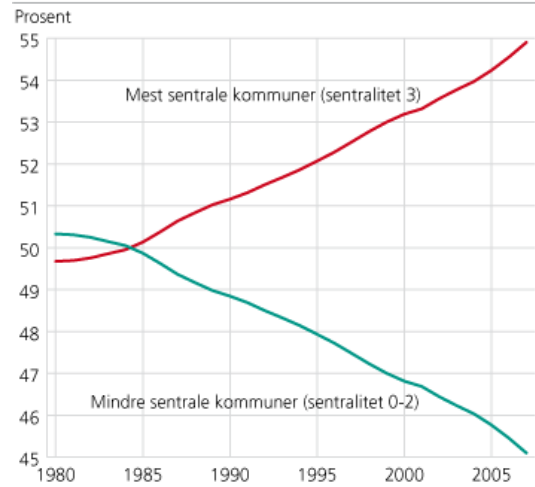


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What was the problem?



Andel av befolkningen i de mest sentrale og i de øvrige kommuner 1.1.1980-1.1.2007

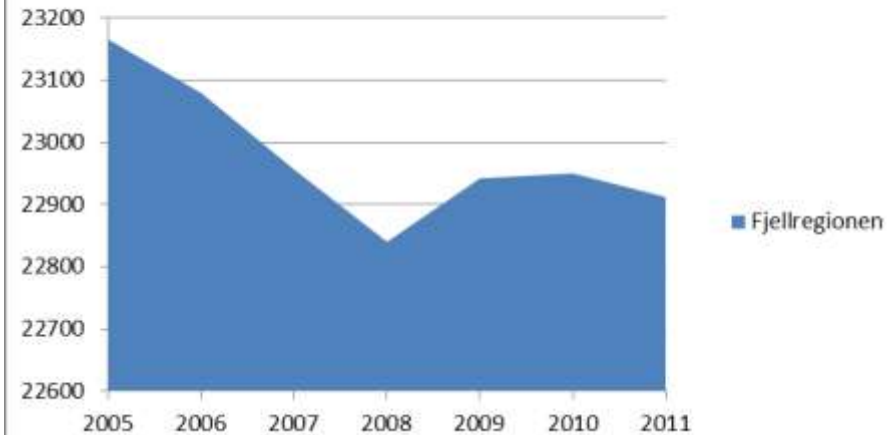


Migration to central areas has been a trend for 20 years. Today 56% of the population lives in lagre city areas

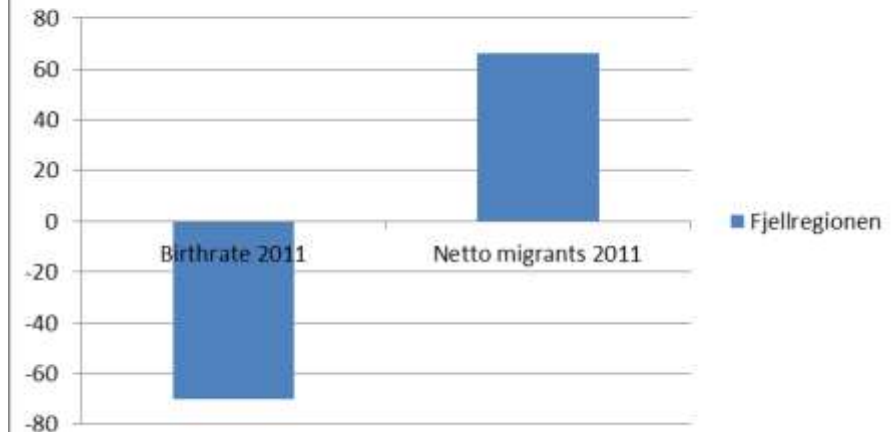
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Negative birthrate is equaled by migration

Population in the Mountain Region



Birthrate vs migration



What did we do?



- Make the Mountain Region of Norway the ultimate horse destination for experiences and settlement
 - Arrange a yearly land leading horse festival
 - Develop a regional website
 - Facilitate traveling by horse
 - Enhance horse related occupations
 - Facilitate equestrian living areas, riding arenas/halls
 - Facilitate Storsteigen Agricultural College as a center for horse related courses and education
 - Attract/keep women in the region



How long?



Iniciated 2006

Started in 2008

Financed until 2012

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Who got involved?



- Started as a private initiative with the formation of the organization Hesteriket
 - Project idea
 - Project description
- Supported by Hedmark County Council, Hedmark County and municipalities
- Project owner; Mountain Region of Norway
- Cooperating with the Interreg project Scandinavian Heartland



How did we do?



- Festival with Star-ride has become a yearly event
 - Has attracted 2000 visitors and 200 riders
 - Promotes the region
- Riding and driving paths have been mapped
 - With places to stay for horse and rider
 - Up and coming Bed and Box website
- Website Hesteriket.no is welcoming horse-people, spreading news
- 6 different high quality riding-products has been developed for the international market (Interreg)
- Study trip and seminar with local offices and land owners concerning equestrian living areas and riding hall (Interreg)
 - Initiated a committee that is working with financing a regional riding hall and solutions for equestrian living areas
- Storsteigen as center for courses and education
 - Has hosted the Festival 3 times
 - We have, through Interreg contact with top competence on horse tourism development
 - Could lead to a national/international education/course on horse tourism?
- Survey about horse as lifestyle and occupation in the Mountain Region

How much did it cost?



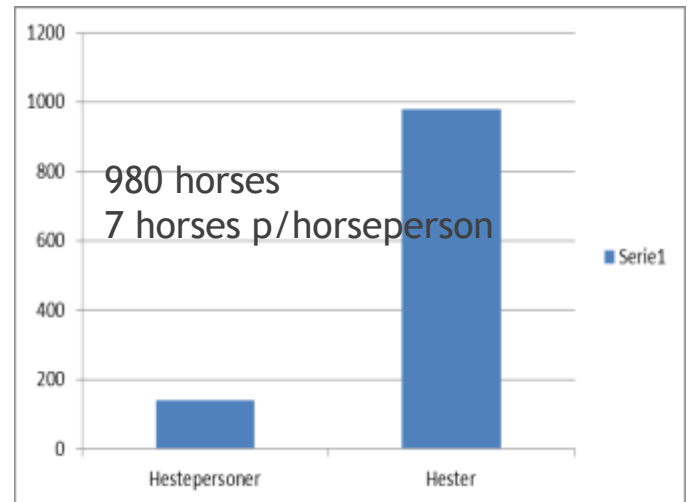
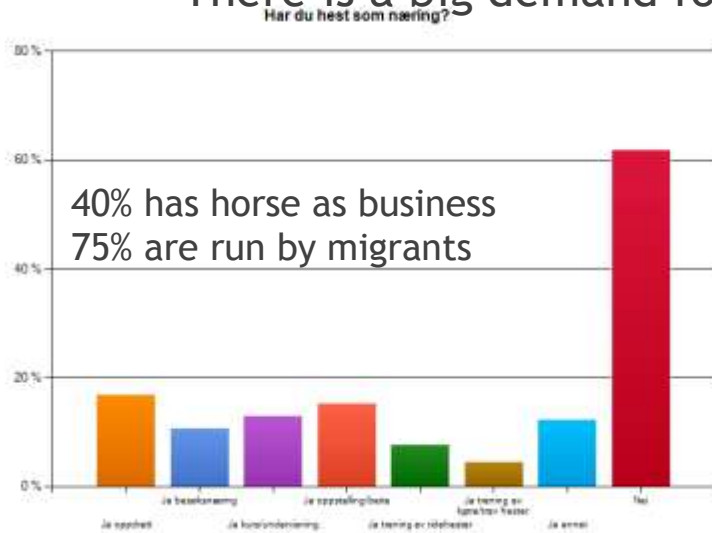
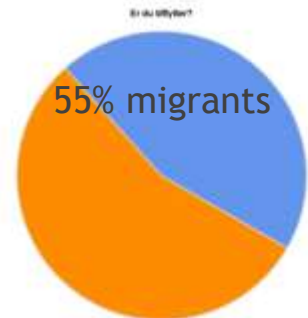
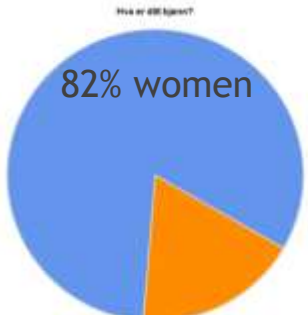
	Budget	Euro	Used	Left
In kind support	kr 960 000	122 000 Euro	kr 646 450	kr 313 550
Hedmark County Council	kr 700 000	90 000 Euro	kr 180 000	kr 520 000
Hedmark Council	kr 615 000	80 000 Euro	kr 244 405	kr 370 595
Municipalities	kr 396 500	45 000 Euro	kr 384 500	kr 12 000
Total	kr 2 671 500	339 000 Euro	kr 1 455 355	kr 1 216 145

Some efforts planned in the project has been arranged through Interreg



Does it work?

- Mapping of newcomers has revealed
 - 60 horse settlers the last 6 years
 - 8 new horse businesses
 - 15 (8+7) new employees connected to the sector
- Results of our survey indicates that
 - Our efforts attract/hold women in the region
 - Our region houses many horses
 - There is a big demand for a regional riding hall



Problems?



- Finances
 - Too little finances/resources to be able to work well on all areas
 - Wasted time on financing the project (results before financing)
 - The Interreg project Scandinavian Heartland has made us able to fulfill activities on all areas
- Little faith
 - Among the public: Why favor the horse sector, is this region only for those with special interests?
 - Among the horse people: We are not that outstanding
- Many partners involved
 - Different opinions among the horse people
 - Few opinions from the financial partners
- Cooperation with Hesteriket organization
 - Lots of ideas unclear borders, who leads the project?
 - Easy access to the target group through the organization
 - Lots of volunteering



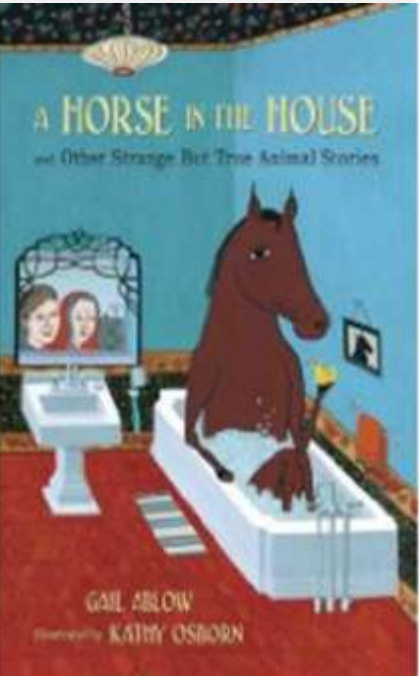
How does it contribute to the ec diversification?



- To facilitate a region as a horse region is new in Norway
 - Exists in Sweden; Heby, Falkenberg and Gagnef
- Festival with Star-Ride is a new concept in Norway
 - There are horse shows but not where you can bring your own horse (Norwegian ide exported to Sweden)
- Bed and Box site is new in Norway
 - We got the idea on a study trip to Sweden
- International horse riding holidays is new in Norway
 - Until now only riding holidays for the national marked
 - Swedish idea again



Single initiative/Strategy?



- National strategies
 - 11 different strategies to keep population in rural areas
 - One strategy is providing small farms for sale and hire (Buskerud county)
- Regional Move Here Campaign 2001-2011
 - Promotion campaign for the Mountain Region
 - Promotion cooperation stranded as the demand for small horse farms was greater than the access
 - Cooperated on seminar about Equestrian living and a movie profiling settlers
- We are hoping efforts toward the horse sector will be accepted as a strategy to enhance settlement and economic growth in rural areas
- That a regional riding hall and equestrian living areas will be supported locally and nationally

Transferability



- Great transferability to other areas
 - Many people have interests that fits well with a rural lifestyle hunting, horse-riding, sled-dogging and farming
 - Rural regions has advantages compared to cities regarding lifestyle living
- This trend attracts migrants from urban areas
 - Often well situated
 - Does not have rural roots
 - Move to the most suitable place
 - Preferably where there are attractions/facilities/others with the same interest
- Facilities and suitable homes are necessary to get full effect



Thank you very much for your attention... see you in Røros?



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