



Cultural heritage of women

Final Report

Programme period 2009-12-01 - 2010-12-31



Summary

The aim has been to develop places to visit, of a certain quality and based on the cultural heritage of women. This is done best if it is long-term, sustainable and also commercial. Those who take part have been existing companies in the countryside, companies which want to develop cultural and nature tourist products. It has also been potential entrepreneurs who are interested in developing and making use of their knowledge and utilize things which are available in their own area, based on cultural and nature experiences.

Around 20 women have actively worked with these questions, i.e. to find out what possibilities they have themselves. The women have met each other in networks and performed study circles, which have resulted in the fact that they now know each other better and started co-operation towards joint tourist offers.

"Personal development and developing your company" is the used model in the study circle. The direction has been, besides personal development, business development and to reflect around local women's history. Thus a study circle program has been developed.

In co-operation with our co-operators in various organisations, official employees, etc we have performed network meetings with different themes and made study tours.

We have carried out activities in order to spread and make "The cultural heritage of women" more known both in our own area but also outside our own county, resulting in many new contacts.

We have made a document "The cultural heritage of women" describing on our homepage www.originresurs.se women of today but also women from the past. By looking back towards women who have gone before us we become more aware of earlier women's deeds.

The project has started a process among the participants. When meeting each other, new thoughts arise, and thereby new chances. The study circle has given the women courage to believe in themselves and their ideas and to take a step further.

Origin Resource Centre will continue working with the Cultural heritage of women. In the beginning of February we will meet women from Estonia and Latvia, with an interest to make a joint project. In Sweden we will continue with "packaging" in order to marketing and spread the concept to other regions but also to attract more tourists into our region.

The network of official actors have contributed with competence in their respective fields and also actively informed about the project through their organisations and channels.

The overall aim and goal

The aim has been to develop qualitative tourist places based on women's cultural heritage. We are of the opinion that it is best done if it is made long-term, sustainable and commercial. Entrepreneurial women, who already have companies of their own have participated in the project as they would like to develop their companies with more culture and nature. Also potential entrepreneurs have participated with the aim develop and make use of things around them or in the nearest area in the form of nature and culture. The participants have been eager to utilize the heritage which tends to get lost by inter alia the fast-food trend, however also making nature and culture more accessible by offering activities and "products" thereby arousing people's interest for the unique in a region.

Cultural women personalities have been brought forward, well-know as well as less well-known and we are trying to build stories out of this knowledge (storytelling). Simply show that we can be proud over our women! What can we learn from these women, what can we use and build further on, stories that people have, study what the Local Heritage Movement has done. We can search in museums, books, archives, etc.

Through the project know-how on women personalities in our region shall increase, and likewise a gender and equality perspective and an awareness about the women of earlier generations. And how can we both include stories about women of the past and include our own stories. The present and the past hand in hand! Stories of today are not least interesting as those of earlier generations.

Our experiences have been told to other regional and local organisations as well as to our contact persons from earlier projects, such as Interreg Fem 2004-2007.

The goal

The goal has been a new field for sustainable tourism "Cultural heritage of women" with unique and specific places for visiting, where several actors co-operate. The result has been that the countryside will be easy to reach for visitors, through marketing, more people take their time to follow small roads if there are places to visit. A tourist and visitor who look for experiences, which are in line with today's environmental awareness, shall be able to find their favourite places.



The short-term goal has been achieved in that we have produced a model how you can work with the cultural heritage of women and at the same time create strong commercial enterprises. The entrepreneurial women have broadened their knowledge in environmental issues, gender and equality, and brought forward their own stories and stories from their surroundings. Decision makers in the municipalities have taken an interest and they now see women's cultural heritage as an important potential for tourism.

Long-term. Women's cultural heritage is asked for as places to visit, and more qualitative places emerge. Sustainable growth and co-operation among officials, institutions, organisations and entrepreneurs will improve even the project period. The concept will be spread to other regions in Sweden, and also other countries.

Method and working model

Develop yourself and your company

A model to work with rural development with the direction of personal development and business development.

A course to take your time to reflect and think, but also from the point of view of our cultural heritage find business ideas and look for new ones. It is based on local history.

After a first meeting with around 15 women at our resource centre in Nyarp, two groups emerged, one with entrepreneurs who already had active companies but wanted to make more use of the local history. In the second group we assembled women who were either new-starters or planning to start something. Ten meetings for each group have been held, with two meetings jointly.

At the same time as these meetings have been held, the study circle "Develop yourself and you company" have been formed.

Our guiding principles

As a local resource centre for women, working with promoting women and rural development, we are guided by the principles of *Listening, Openess, Holistic view, Being your own leader.*

Listening, means to be sensitive to what people want to develop.

Holistic view is to work with integration, co-operatiton and the will to develop something together.

Openess is a question of being open to what comes up and support whatever that might be.

To be your own leader means that each person shall be valued on her own merits and to see that women are capable as leaders of their own lives.



Thematic meetings

Workshop with the head of the official tourist organisation "Småland Turism" www.visitsmaland.se They welcomed the work we have done so far with the Cultural heritage of women. The foreign tourist of today will visit the countryside and our project will enable an interesting offer for the tourist and the project also give room for new tourist entrepreneurs. The informed us about the trends in tourism, which means that the countryside is today more interesting among our foreign visitors and charter traffic from Germany and the Netherlands is increasing. Today qualitative tourist products in the countryside are lacking, among other things overnight accommodation and restaurants and cafés.

"Where can we find women´s cultural heritage within the Local Heritage Movement? – thematic evening with the chariman for the Jönköping county heritage movement. He was impressed by our work and our participants and inspired us into further studies of our local history. The books of Local Heritage Movement are to a great extent focused on the cultural history of men and therefore we need to have more contacts with our local associations.

Business development, with "Småland Tourism" (Visit Småland). They brought forward the international perspective of tourism and talked about the need that the entrepreneurs work with quality, but also how you attract your target group.

One evening with Destination Sommenbygden. www.sommenbygd.se They informed us about "destination Sommenbygden". Four municipalities, Tranås, Aneby, Boxholm and Ödeshög have a joint marketing company for tourism in these four municipalities. They had just started a project to work with packaging of tourist product, i e that a number of companies make a "package" which makes it easier for the tourist to book several attractions together with for instance accommodation and meals.

Start working with your homepage

What do you need to know to make a webpage for you company or improve your existing one? *Maria Callas*, Origin Resource Centre, informed what basic knowledge you need to working on it and how you avoid mistakes along the road. How do you make your homepage attractive and selling?

Study tour have to start

The participants were offered a study tour to entrepreneurial women on the countryside in Vaggeryd and Värnamo municipalities. "Rölleckaboden" outside Vaggeryd, a woman has breeding of different old species of chicken and turkey. She has also a "lapp cottage" and a bathing barrel out in the free, and she receives people for different activities. She makes silver handicraft, collects herbs for producing medicaments. In winter she has courses.



Further on to Fagerhult i Nydala, Café Timjan with its herb garden, café and lunch restaurant. She was building a new restaurant to be ready in a few months. She is an entrepreneur who realises her ideas and has the courage to invest "out in the wilderness".

Packaging of the cultural heritage

The meetings and thematic days and other activities have brought about that the women now know one another better. A number of co-operation has taken place, which is a first step towards "packaging". When they discuss packaging among themselves they realize that they perhaps need to include activities or products which they themselves lack in order to make a good package. There is a great variation in the planned "packages", which means that the project is very wide.

Activities and actors for further networking

Below is a number of actors on different levels in society, who have partly shown an interest to follow the project and also contributed with their specialist know-how. In this English version they are not listed by name, only institution or organisation.

The Regional Administration www.regionjonkoping.se

The administration of Jönköping country

Smålands Turism, official tourist organisation for Småland www.visitsmaland.se

The Museum of Jönköping County www.jkpglm.se

Nätet – Regional Resource Centre www.resurscentrum.se

Center Party women

The Municipality of Jönköping (officials responsible for tourism and rural development)

Trade and industry association of Aneby

Adult Training Center of Tranås

Municipal Health Inspector of Jönköping

The Swedish Local Heritage Movement www.hembygd.se

Origin Resource Centre visits Östergötlands Regional Resource Centre



We were invited by Östgöta Resurscentrum, a regional resource centre under the County Administration of Östergötland. They had invited most of the local resource centres. We presented our cultural heritage project. It resulted in the fact that a continuation of experiences and maybe also joint projects will arise out of this meeting. The next meeting will take place on January 31st.

Front line: Josefine Eriksson Qvick Norrköping, Annie Jangenfalk Finspång, Bibbi Pettersson Qvick Norrköping.

Rear line: Louice Jansson och Sonja Torstensson Winnet-Origin resurs Gränna, Lisbeth Holmquist-Arbrandt Baltiskt-Ryskt Resource Centre Norrköping, Marita Lorin Injiciera/NuLink Linköping, Agneta Larsson Idea Resurs Motala, Erica Lindberg Östgöta Resurscentrum/Winnet Östergötland Linköping. Missing is Birgitta Segerdahl Winnet-Origin Resource Gränna taking the photo.

Contacts over the borders – Nordplus Adult

In February last year Sonja and Birgitta took part in Nordplus Adult "writing seminar" in Copenhagen in order to see if Nordplus Adult suited for a project between Sweden and Estonia and Latvia. In December we were granted money from Nordplus for a "preparatory visit", which means that we can invite organisations from Estonia and Latvia for further project discussions. This preparatory meeting will take place Janury 29-31 at our resource centre in Nyarp, Gränna.

Dokumentation

During the project period we have studied available literature on women history in our region. We have invented local stories in the Local Heritage Movement books in our area. Women active today in women´s knowledge and traditions and are interested to spread this knowledge are the main aim of the project.

We have chosen to illustrate these women together with well-known and less well-know women from the past in a documentary pamphlet, which for the moment only is available on our homepage www.originresurse.se/kvinnorskulturarv

Homepage

Our homepage is important as a tool for further inspiration to other women. www.originresurs.se/kvinnorskulturarv. Around 30 women are so far documented, however this number will increase as new stories emerge from the project.

Organisation

Project leader

Sonja Torstensson has been responsible for the project leadership assisted by *Maria Callas*, who has been responsible for the administration such as homepage, layout,

Origin Resurs

invitation and telephone contact. The office premises is located at Nyarp outside Gränna, where we also have at our disposal some rooms for overnight guests. Our conference premises have room for about 20 persons.

Continuation

Origin Resource Centre continues its work with "The Cultural Heritage of Women". Besides the preparatory visit from Estonia and Latvia, we have contacts with LEADER Sommenbygd (with office in Tranås), where we have applied for project money for a project comprises all the municipalities in this LEADER area. A decision will come after February 9th, when the LAG group will have their meeting.