

Destination Söderslätt in Öresound region



Destination Söderslätt



Ecological issues, supply and demand of local products



Ecological issues, hiking, biking, horseback riding



Ecological issues, biodiversity



Ecological issues, biodiversity



Ecological issues, green procurement



Ecological issues, recycling



Schemes and Awards, Blue Flag



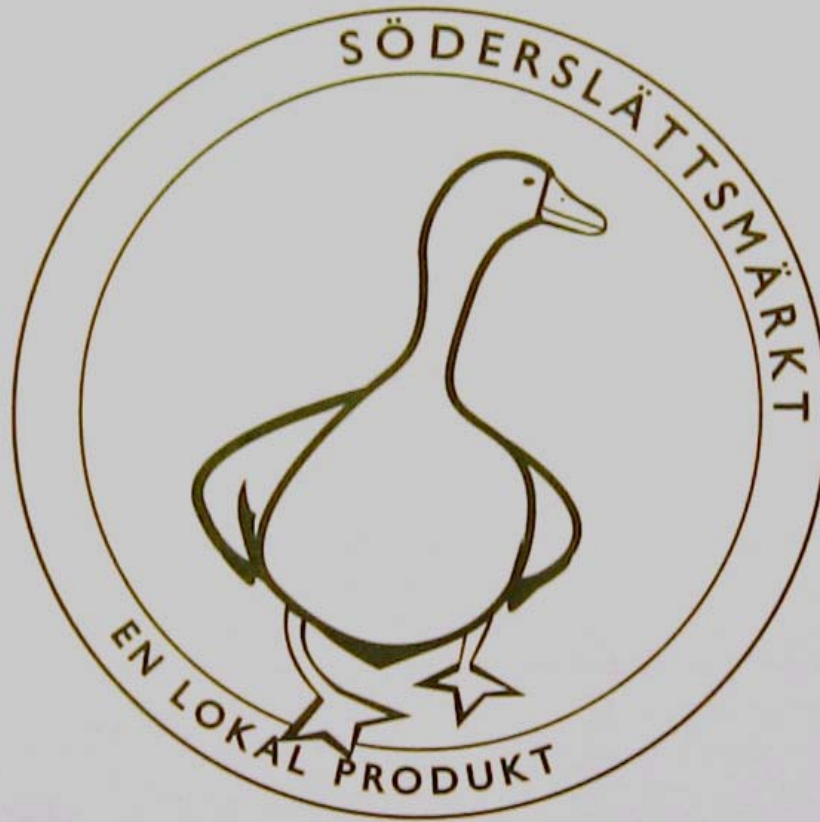
Schemes and Awards, Committed to Green



Economical issues,
supply and demand of local products



Economical issues,
establishment of a common placebrand



Economical issues,
diversification of agricultural production



Economical issues, creative partnerships



Economical issues, organisation of unique experiences



Social issues, progress for common understanding



Social issues, inclusion of all kinds of citizens



Social issues, inclusion of local society



Social issues, inclusion of local society



Social issues, fellowship and pride for the home district



Social issues, enhanced physical accessibility



Other social issues

- Health and well being
- Age perspective
- Multicultural perspective





Söderslättsmärke

local products from Söderslätt

www.soderslatt.com

AIMS OF THE PRODUCT BRAND:

- To highlight all local products (goods and services)
- Get more fresh provisions and a better environment through shorter transports
- To strengthen the local identity



TARGET GROUPS

- Producers
- Galleries
- Retail dealers
- Farm shops
- Distributors
- NGO's





PRODUCT GROUPS



- **Untreated primary produce**
Vegetables, root-crops, fruits, berries, fish, meat, game, mushrooms
- **Treated provisions**
Treated/prepared provisions and dishes
- **Other production**
Production of goods that does not fit in to the product groups mentioned above



PRODUCT GROUPS



- **Cultural production**

All kinds of arts, handicrafts, literature, creation and performance of music, dance, theatre and events like festivals and markets

- **Services and NGO's**

All organisations offering any kind of service and/or trade, including education and all kinds of tourism related services (sleep, travel, eat, do)

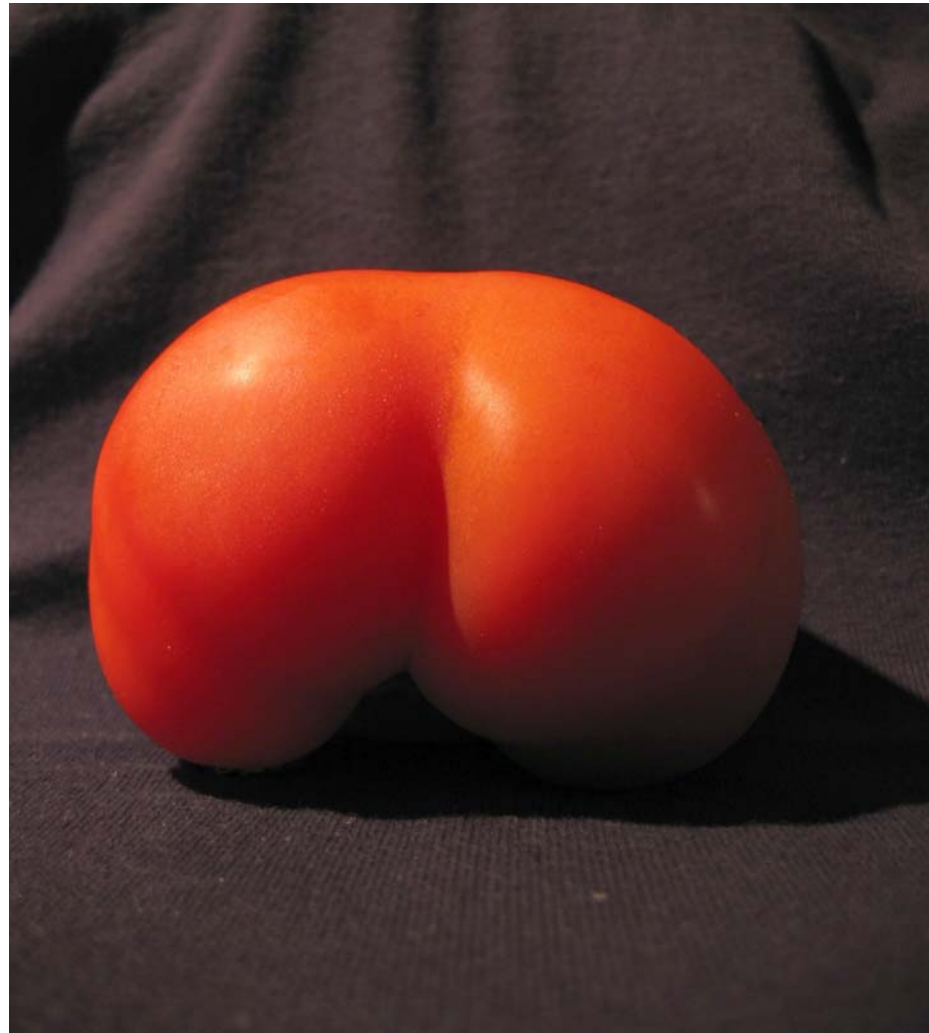
APPLYING FOR MEMBERSHIP

*TOMATO CULTIVATED AT SÖDERSLÄTT.
STORED OUTSIDE SÖDERSLÄTT*

*FILE OF HERRING. LANDED AT SÖDERSLÄTT,
FILETTED OUTSIDE THE AREA*

*JOINT OF VEAL. GROWN UP AT SÖDERSLÄTT,
BUTCHERED
OUTSIDE SÖDERSLÄTT*

PICTURE OF ART, PAINTED IN PROvence



APPLYING FOR MEMBERSHIP

Service businesses and NGO's should to a certain degree highlight the unique qualities of Söderslätt such as heritage assets and amenities

Negotiation with Trade Association concerning compulsory criteria



APPLYING FOR MEMBERSHIP

Compulsory criteria for conference and accommodation:

- Branded dishes/provisions should be offered in the menu
- Guided heritage tours should, when required, be arranged
- Information regarding the brand, the destination and the local district Söderslätt & lokalområdet should be available
- A link between the website of the company and www.soderslatt.com should be established



KEYWORDS OF THE BRAND

- **Reliability**, openness creates credibility
- **Quality**, different for different consumers
- **Flexibility**, continuous improvement
- **Traceability**, origin of primary products



ORGANISATION

- NGO
- Approval gives automatically a membership



HAPPENINGS

- Mingle evenings
- Contests
- Events



ECONOMY

National subsidy

EU subsidy

None or very reasonable membership fees



MARKETING

- Production of printed matter such as posters, signboards, stamps, stickers, T-shirts, etc
- Advertisement
- Web sites
- Events



Members

- 60 artists and craftsmen
- 30 food producers
- 12 service companies



Photo tourism

– an unexploited potential –

- Breakthrough of the digital camera
- The cell phone cameras
- Computer practice
- Bloggs



A moment of joy



A feeling of creativeness



“Unintentional” ambassador while showing the images



From service over desk to experience packages



Identification of photo objects and trails.....



....in relation to weather....



....in relation to season....



....in relation to interest....



Small scale investments

- Hides
- Watchtowers
- Carrions



Target groups

- Local residents
- Local businesses
- Visitors
- Education



Complementary activities

- Photo contests
- "The image of the day"
- Courses
- Excursions



Co-laboration for experience packages

- Local guides
- Food and accommodation
- NGO's
- Responsible business
- Photo trade
- Incoming tour operator



Pilot study

- 2 year trans national pilot study
- 8-10 pilot destinations



Photo tourism = Edutainment



Ancestors Arts of Europe

Culture and Business – a creative partnership



Ancestors Arts of Europe

A need for satisfaction of local needs at local level



Ancestors Arts of Europe

A need for integration of local heritage in local production

- new goods and services -



Ancestors Arts of Europe

Need for promotion of local experience economy, new business concepts and innovative processes



Expected results

A pan European conceptual umbrella for production of souvenirs and gifts called "The Ancestors Arts of Europe"



Expected results

Increased production and consumption of AAE products



Expected results

New cross sector alliances and collaboration



Expected results

Enhanced sustainable growth
in local economy



Methodology

Basic criteria

- local artefacts, patterns and design
- a label telling history and curiosities
- pieces suitable for serial production



Methodology


Identification and listing

– compendium for inspiration



KATEGORI
Förfäders former
OMRÅDE
Båstad

DATUM
2007-10-08



Hällristning med skepp som omsluter skålgropar, fotsulor och rännor. Foto: Jenny Nord.

Hällristning från Västra Karup


TEKNISK BESKRIVNING

Hällristning, RAÄ 152, Västra Karups socken, Båstad
Motiv: Ristning med skepp som omsluter skålgropar och avlånga gropar.
Datering: bronsålder.
Referenser: Muntliga uppgifter från Jenny Nord, Institutionen för arkeologi och antikens historia, Lunds universitet, jenny.nord@ark.lu.se; Riksantikvarieämbetets forminnesinformationssystem FMIS (www.fmis.raa.se)


HISTORISK BESKRIVNING

Hällristningen finns på ett löst stenblock från Västra Karups socken i Båstad kommun. En bonde som inte kände till att det fanns ristningar på blocket flyttade det från sin ursprungliga plats. Ristningen var känd sedan tidigare, men själva skeppsmotivet upptäcktes först vid en inventering våren 2006. Bland de cirka 400 hällristningar som finns i Båstad kommun är denna skeppsbild unik. De flesta ristningar i detta område består av skålgropar, fotsulor och rännor. Skeppsmotivet i hällristningar är vanligt på många håll i Skandinavien och har många olika uttryck. Skeppsristningen från Västra Karup har ett tydligt lokalt formspråk som hänger ihop med övriga lämningar på Bjärehalvön.

Det är svårt att veta vad motivet i sin helhet ska symbolisera, men man kan tänka sig att formerna som skeppet omsluter har en koppling till skeppet. Under bronsåldern har skeppet varit en central symbol som associerats med liv, död och fruktbarhet. Skeppsmotivet finns inristat på bronsföremål som räkrivar och finns även som gravform där resta stenar bildar så kallade skeppssättningar.



EUROPEISKA UNIONEN
Europeiska regionutvecklingsfonden
Stöttar projektet i tillfälligt samarbete
med stöd från Europeiska unionen



KNUT
KULTURFÖRNYELSE OCH NÄRINGSUTVECKLING

Methodology

- meetings for inspiration
- production
- contests and challenges
- distribution to retail dealers
- marketing



- Thanks for your attention!
- Any questions?



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