



NETWORK MEETING

FOR CULTURAL HERITAGE ACTORS
AROUND THE GULF OF BOTHNIA

Interreg



Co-funded by
the European Union

Aurora



LAPIN LIITTO



REGION
NORRBOTTEN



Region
Västernorrland



Skellefteå kommun

The project: Bothnia Business Heritage

January 1, 2023 - August 31, 2025

- Project aim:
 - Strengthening the link between cultural heritage and modern businesses
- Partners:
 - Centria University of Applied Sciences (lead partner)
 - Novia University of Applied Sciences
 - KulturÖsterbotten
 - Västernorrlands museum
 - Skellefteå Museum
 - LTU

centria
University of Applied Sciences
ammattikorkeakoulu

NOVIA
UNIVERSITY OF APPLIED SCIENCES

KULTUR
ÖSTERBOTTEN

VÄSTER
NORRLANDS
MUSEUM

SKELLEFTEÅ
MUSEUM

L
LULEÅ
UNIVERSITY
OF TECHNOLOGY



Cultural heritage as a resource for today's businesses

"Kulturarvet som resurs för dagens näringsliv"

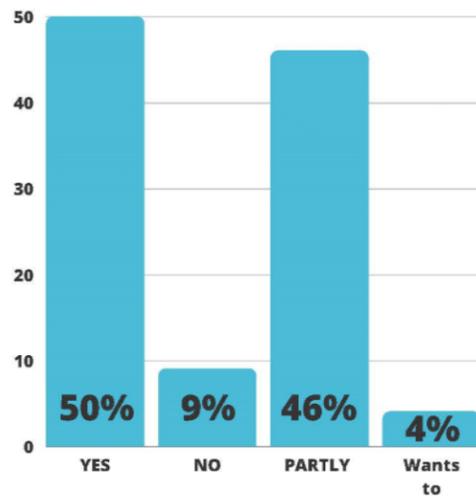
"Kulttuuriperintö resurssina elinkeinoelämälle"

Spring 2023:

- Online survey
 - 46 respondents (14 from Sweden, 32 from Finland)
- In-depth interviews online
 - 7 company representatives (4 from Sweden, 3 from Finland)

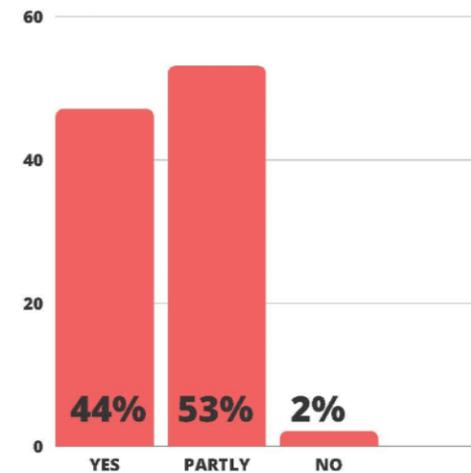
Survey: Cultural heritage as a resource for today's businesses

Is the company familiar with the cultural heritage in their area?



*companies were allowed to choose multiple options

Are you familiar with the cultural heritage actors (museums, destinations, etc.) in your local area?

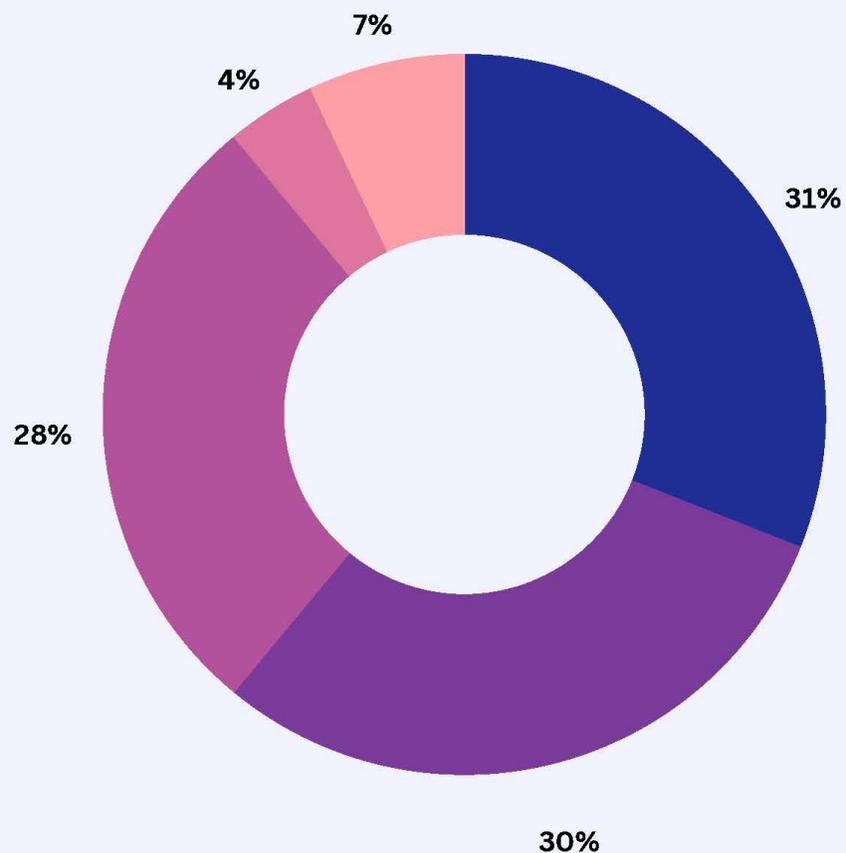
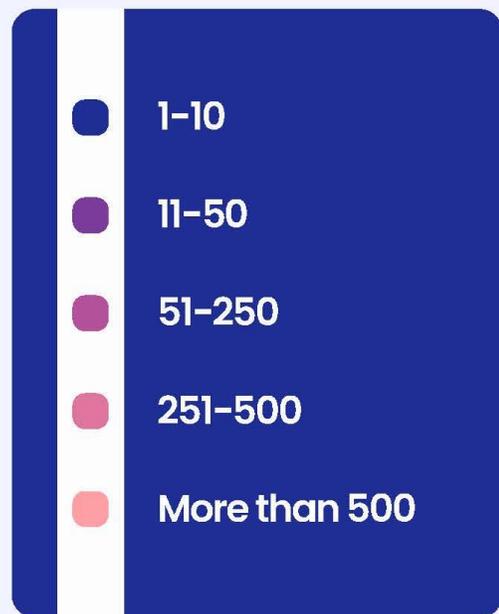


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Survey: Cultural heritage as a resource for today's businesses

COMPANY SIZE

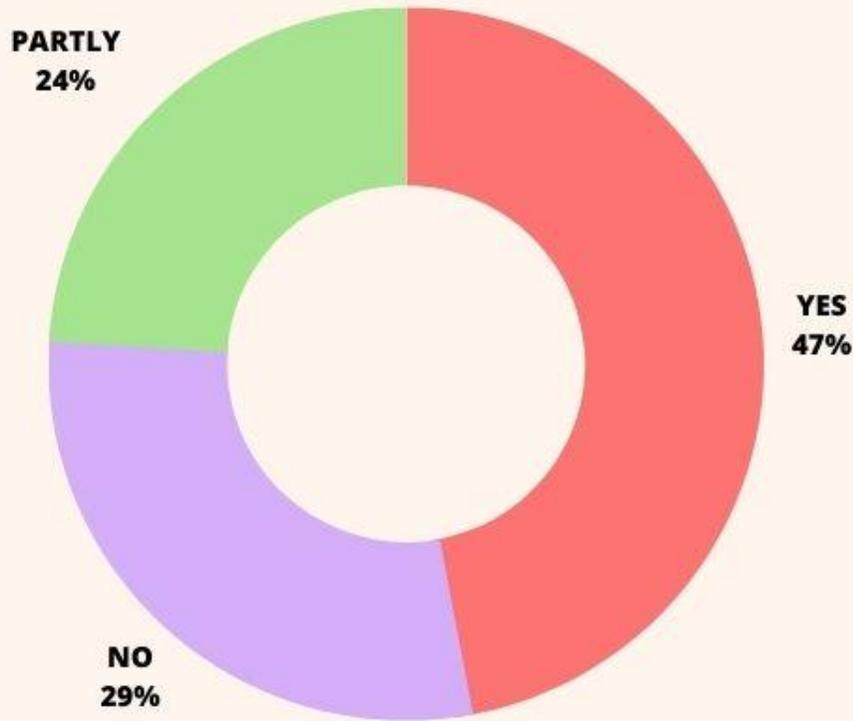
Employees



Moottoriveneet
Byggbranschen Gruvor
Båtbyggnad Nahkateollisuus
Besöksnäring Metallindustrin
Fiskredskap Webbdesign Mejeri
Underhåll Transport Sprittillverkning
Livsmedelsförädling
Plastbranschen Teknologi Energi
Husfabrik Ekoturism
Värme
Alihankintatyöt Livsmedelsindustrin
Energiproduktion
Ståltillverkning

These companies were founded between year 1762 and 2020. 63% conduct international business.

Is the area's cultural heritage in any way reflected in the company's operations or products?



HOW?

- Our product has a long tradition in the area and it is very important to us.
- We produce a traditional product but with modern values and better sustainability.
- We always use stories to tell about the products that are connected to our local heritage.
- The industry we are part of has been the main industry in the area for centuries.
- We use traditional tools

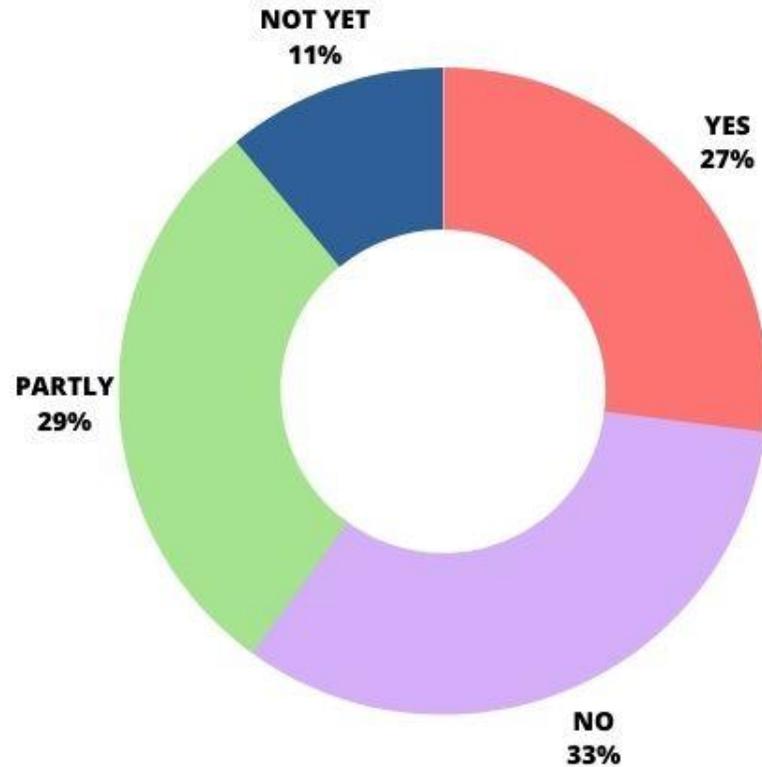
HOW?

- Some of our designs use traditional models.
- Our conference rooms have historical names.
- We inform about earlier operations in the area.
- We support local actors.
- Our product has a long history. We even have a visitors' center to tell more about it.

WHY NOT?

- Good question! We don't know how to.
- We only do b2b.
- We are a producer.
- We can't see the benefits of using the cultural heritage.
- Lack of knowledge.

Do you already use the cultural heritage in the marketing of your company?



BUT WE WOULD WANT TO

HOW?

- The cultural heritage in our region is special and we highlight it in many stories and also in our brand.
- We tell our story and why we are located here.
- The story of our company is connected to the story of our local industrial cultural heritage.
- We always tell the history of our company when we have presentations of the company.
- On our products' packages and also on our website.

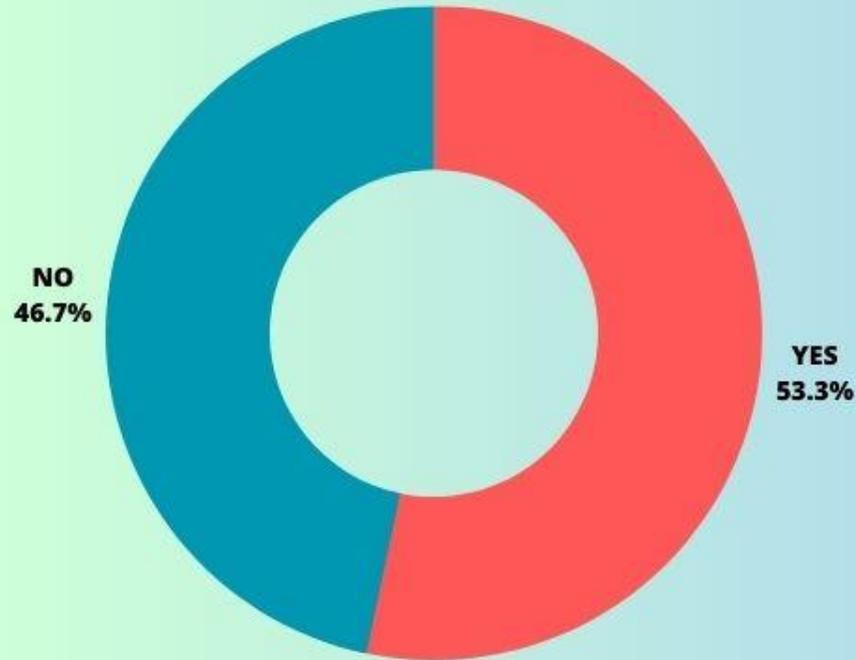
HOW?

- We like to highlight entrepreneurship and innovativeness in our marketing.
- In our storytelling.
- If there is time we take our visitors to cultural heritage actors.
- We talk about traditional construction know-how and combine traditional solutions with modern architecture. This, however, could be done even more.

WHY NOT?

- We haven't taken it into consideration.
- No direct connection to our products.
- The cultural heritage doesn't add value to our products or to our story.
- Not a priority or requested by the customers in the industry.

Has the company visited cultural heritage actors?



WHY NOT?

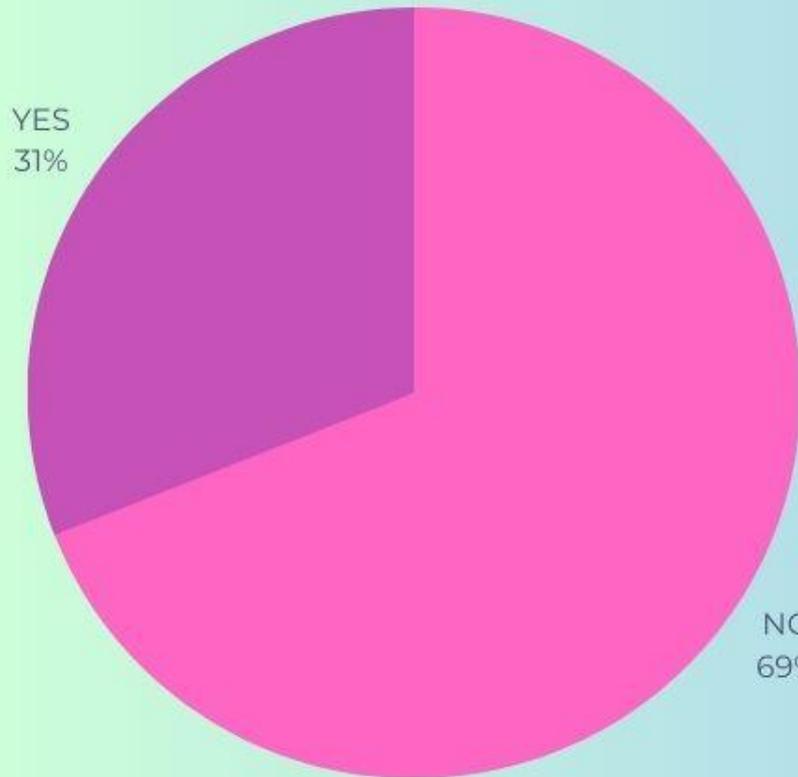
- We haven't taken it into consideration.
- We don't know why or we don't have the knowledge where to go
- Not been relevant or we haven't thought about it
- Our customers have not been interested
- Leisure experiences for guests should include a mix of relaxation, wow effect (e.g. our archipelago), good food and memorable activity. We don't know of cultural heritage actors that could provide all that.
- Haven't had the time for it, but it could be interesting!

WHY?

- For board meetings and meetings with customers
- Recreational day with the staff
- To celebrate the companys' birthday
- To learn more about history and for inspiration
- They are our partners
- To see an exhibition
- We rent conference rooms
- We have filmed advertisements and a TV series at a cultural heritage site

DOES THE COMPANY COLLABORATE WITH CULTURAL HERITAGE ACTORS IN ANY WAY?

YES 31%

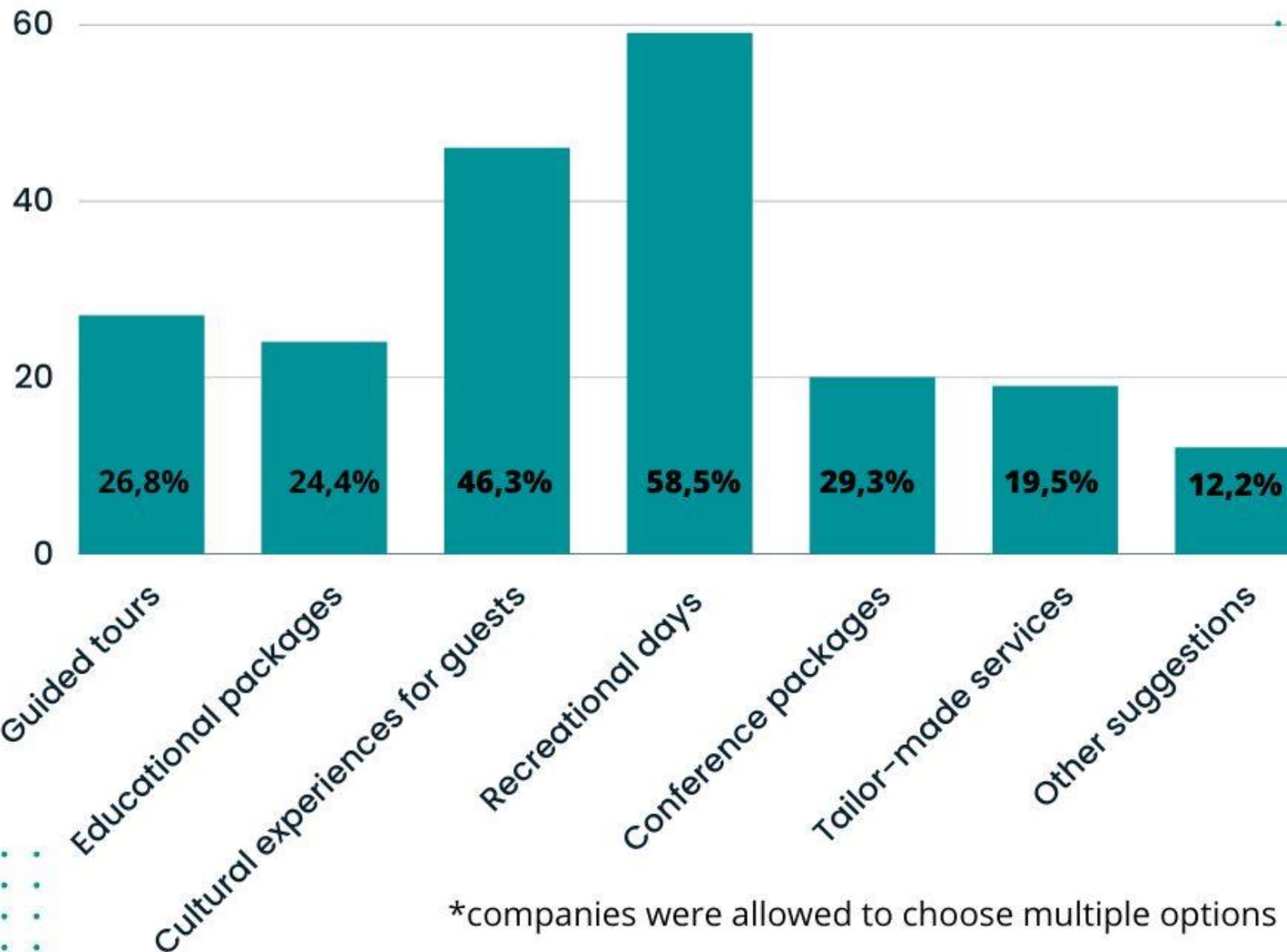


- We buy services.
- We have donated our photo archive to a museum.
- Visit them when we have guests.
- Sponsoring local museums.
- Organizing events together.
- We participate in projects and work groups.
- We have our own museum.

NO 69%

- Not been relevant.
- It's not related to the industry.
- It's not useful to us.
- How?
- It's not a priority.
- No suitable collaborative projects have appeared.
- Not a focus area, but could be interesting. There are certainly opportunities.

WHAT KIND OF SERVICES DO YOU WANT CULTURAL HERITAGE ACTORS TO OFFER?



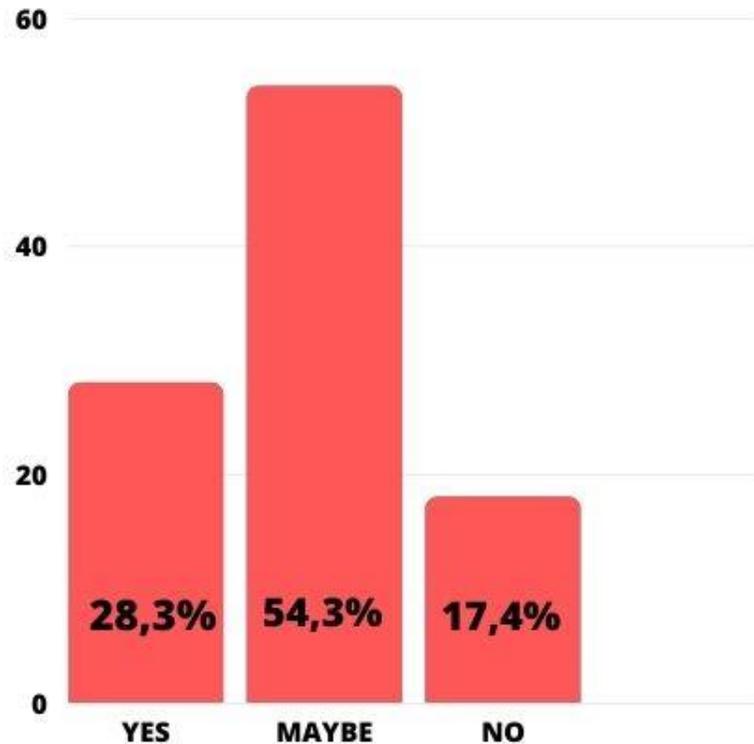
**Guided tours
combined with a
cocktail**

**Cooperation with experts
within building maintenance
and traditional craft**

**We would need
help to build an
exhibition**

*companies were allowed to choose multiple options

Are you interested in strengthening your knowledge of the cultural heritage and of your company's history?



It would be tempting if we would get suggestions and ideas about the cultural heritage and how our company can help.

The museums need to be open in the evenings

We could strengthen our knowledge and get more material to both our internal and external storytelling

Interviews: Cultural heritage as a resource for today's businesses

Several companies realize the potential and importance of highlighting the cultural heritage

- *"Otherwise we have companies without a soul, and why be faithful to that company? It adds value. If we have been able to do well for so many years, why wouldn't we be able to keep that up?"*
- *"I think many more companies could benefit greatly from it. But you need to find a good way to do it, because many company leaders only think about the present and the future. But history marketing could increase the value of our company today."*
- *"Showing that we are aware of our history and now take care of cleaning up after ourselves shows that the company cares. If you have a 100-year history, and the ambition to keep going for another 100 years, you act a bit differently. Highlighting history is a way to create dignity".*

...while some do not

- *"I don't know how much help I could get from the cultural heritage. I don't really see a reason to refer to it."*

Interviews: Cultural heritage as a resource for today's businesses

They want to be contacted with clear offers and ready-made package solutions (made between you and other actors).

- *"We are this many, this date. Send the bill!"*
- *"I don't know where to start when it comes to contacting cultural heritage actors."*
- *"If it demands work from the company to go out of their way to look up cultural heritage actors, and try to figure out how one can benefit from their services, then it won't happen. It needs to be like in the candy shop. They need to offer something. Oh, I feel like getting that! Many things of different sizes."*
- *"If cultural heritage actors just say they are here, companies can't see the benefit. They need to know what the cultural heritage actors can do for them."*
- *"The visit needs to be of relevance to today's business. Unfortunately companies look at the money: what can we gain by this?"*
- *"The guests/staff should get an experience, and not just be observers. Think outside the box!"*

Interviews: Cultural heritage as a resource for today's businesses

Packages for company guests/customers/partners. The service needs to be reliable. A lot can be at stake for the company.

- *"It would make things easier for us, if we could bring our guests to a cultural heritage actor's site"*
- *"Our guests could get a better understanding of our company if they also get the historical context."*
- *"Our guests shouldn't listen to our history just to be polite. They should get a worth-while experience/activity that brings the wow factor."*
- *"Cultural heritage actors need to find interesting ways of showing history so that it feels modern, because I think that is where we have run into some problems."*
- *"We cannot compromise. Our guests are so valuable to us."*

Interviews: Cultural heritage as a resource for today's businesses

Packages for staff: The staff could benefit from learning more about the regional history and the company history, so they can tell anecdotes to customers, creating authenticity.

- *"That is interesting, the history, teaching it to or own people. Because it fades in some way, who we were and where we come from. I think it would be a great idea!"*
- *"It's not like you immediately become an ambassador and know your history, there we could definitely improve".*
- *"Then you suddenly go from being a production unit that produces x number of items... to understanding that you are part of something bigger and when you become part of something bigger, you also get a completely different heart. Oh, now I'm getting all teary-eyed, but that's when you get this feeling for your brands, your products and maybe do that little extra that may be needed some days."*

Interviews: Cultural heritage as a resource for today's businesses

Several companies would like help with preserving their present day operations for future history books.

- *"We are not experts on documenting, so external professional help is useful. The experts help and provide ideas when we plan what is to be preserved."*
- *"We cooperate with the museum to record the sounds and document the technology of machines that will disappear as we take new systems into use."*
- *"It would be exciting to have someone from the museum here to compare our versions of our history. Do we share the same point of view? That would be really interesting."*

Interviews: Cultural heritage as a resource for today's businesses

"The challenge for the cultural heritage actors lies in marketing their services so that they awaken the interest of companies that are not already sold on the idea. It's important to understand what the companies need and what motivates them. This might mean that the cultural heritage actors have to think about whether they need someone who is good at marketing, which is something I feel might be lacking even if their interest in their own subject is enormous."

Group discussions

1. Did you learn anything new from the survey/interview answers? Any surprises?
2. How do you think you meet the companies' needs today?
3. What do you feel could still be developed within your organization?
4. Is there something you still need from companies in order to develop your offers?
5. What kind of services could be offered, in addition to guided tours?
Think outside the box!

