



BOTHNIA BUSINESS HERITAGE NETWORK

Newsletter 10
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PLACE BRANDING IN A CULTURAL HERITAGE CONTEXT

Carola Strandberg, Senior Lecturer at LTU, will give us insight into place branding, including examples taken from cultural heritage tourism.

Luleå University of Technology/online
March 11 at 13.00-15.00 (Note! Swedish time)



*Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.
Tapahtuma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.*



[bothnia_business_heritage](#)



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Collaboration Between Museums and Businesses - A Key to the Future

Museums are treasure chests of stories and keepers of the past. They show us, in a tangible way, where we come from and which paths we have taken to arrive at the present day. This valuable work deserves more attention – not only from visitors but also from the business world. Consider this story shared by a company:

"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."

This collaboration not only preserves cultural heritage for future generations but also gives the company an opportunity to leave its mark on history.

As museum professionals, we know how important it is to learn from the past. At the same time, we can give companies tools to draw ideas from cultural heritage for their marketing, branding, and employee engagement. A company's visitor experience becomes much richer when they are given a deeper historical context. As one business representative explained:

"Our guests could get a better understanding of our company if they also get the historical context."

Why Is Collaboration Needed Now More Than Ever?

Museums offer much more than displays of objects in glass cases. They are places of experiences, emotional connections, and sparks of inspiration. But feedback from the business world makes it clear: we need to find ways to make our work and expertise even more attractive and accessible. Companies are looking for well-packaged services and reliable visitor experiences. One business leader put it this way:

"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."

This presents us with a challenge. Maintaining the reliability, dignity, and quality of museum work is crucial, but at the same time, we must be bold enough to innovate and offer modern, interactive solutions. Imagine how inspiring it would be to organize programs where visitors can actively participate and learn by doing. The demand for new kinds of experiences is clearly expressed in this feedback:

"The guests/staff should get an experience, and not just be observers. Think outside the box!"



How Can We Museum Professionals Rise to the Challenge?

The Bothnia Business Heritage project has been building bridges between museums and businesses for two years now. At the start of the project, we conducted a survey and interviewed representatives from various companies to understand their opinions and expectations about collaborating with museums. In this text, I have shared a few of these perspectives. If you wish to read more of these results, you can follow [this link](#).

The research also revealed that there is currently very little collaboration between the museum sector and the business world. Nearly 70% of companies stated that they had never worked with cultural heritage organizations, often because "it has not been relevant." This highlights the untapped potential for more partnerships, but it will take effort to make that happen.

We have created forums for dialogue and understanding, but this is just the beginning – the real change happens in the daily work of museums. We need to be ready to rethink our services, communication, and visibility to become a desirable and attractive partner for businesses.

History is powerful, and as museum professionals, we are its guardians. Now, we have a chance to use this power to benefit businesses, their stakeholders, and our shared future. Let's seize this opportunity and build a stronger culture of collaboration together!



Answers given in the BBH company survey in 2023.
Read more about the survey [here](#).



BBH recommends:



TICCIH (The International Committee for the Conservation of the Industrial Heritage) is holding its next conference in Kiruna, Sweden.

Date: 25-30 August 2025

Theme: Heritage in action: Legacies of industry in future making

Botnia Business Heritage will participate to present results from the project. You are welcome to join the conference, too!

The TICCIH Congress is organized by Luleå University of Technology (one of the Bothnia Business Heritage project partners) in collaboration with the TICCIH sections in Sweden and Norway, the National Antiquities Agency, Kiruna Municipality, and a number of leading actors in industry and civil society in the Scandinavian north.

There will also be several excursions before and after the convention to choose from at varying costs.

[READ MORE !\[\]\(05be7c7a8995decd503647c99211f7c2_img.jpg\)](#)

SAVE THE DATES!

January 29, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)

[JOIN US HERE](#)

February 19, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)

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March 11, 2025
NETWORK
MEETING
Luleå/online at 13-15
(Swedish time)

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Contact

Questions or comments?
Feel free to contact us!

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Vi talar även svenska
Puhumme myös suomea

