



Regional stakeholders strategy
of *Vest-Agder County Council*



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1 Starting point. Communication objectives

Objective 1

Convince administration and policymakers in municipalities that historical outports should be a political priority so that 4 municipalities in Agder within 2020 have adapted a local heritage plan with the explicit priority of revising the old zoning plans of their historical outports.

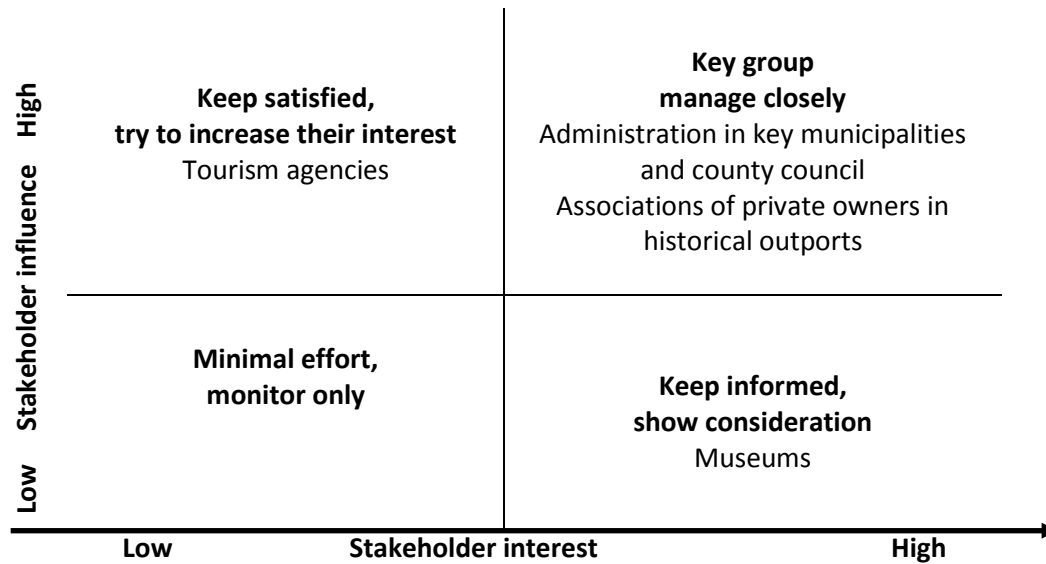
Objective 2

Convince tourism agencies and SMBs that historical outports have an unfulfilled potential for economic exploitation so that one tourism development project with that focus is launched within the region before 2020.

2 Identification and analysis of stakeholders

Stakeholders	Interest in the project	Influence on the project
Aust-Agder County Council	[high] The historic outports of Agder are located in the counties of both Vest and Aust-Agder.	[high] The policy instrument of Vest-Agder is a strategy jointly adapted by Vest-Agder and Aust-Agder County Councils. Funding of the implementation of the strategy is therefore also done in cooperation.
4 coastal municipalities of Agder (Tvedestrand, Arendal, Lindesnes, Farsund)	[high] These 4 coastal municipalities have some of the most valuable historical outports of Agder. The municipalities have expressed need for support from the county councils in order to achieve a better management of these localities.	[high] The regional strategy on historical outports mentions local zoning plans as a crucial tool for achieving the objectives of the regional strategy. Municipalities have the legal authority to develop and implement local zoning plans.
Associations of private owners in historical outports	[high] The majority of the houses in historic outports are privately owned and local zonings plans can have legal restrictions on the use of the property.	[high] Development and adaption of local zoning plans require active participation from private owners. A positive engagement from private owners is crucial for a successful implementation of a zoning plan.
Tourism agencies & SMB	[low] The historical outports is a part of the visual tourism branding of the county. However it is done without explicit references to the historical values it embodies. Furthermore only one accommodation in the county is situated within a historical outport. Apart from this outports are difficult accessible for the tourist and tourism agencies/SMB and the current exploitation of the	[high] The tourism agencies and SMBs are mainly considered end users of the historical outports. The industry represents a development potential for peripheral municipalities and the interests of the tourism agencies/SMB influence the opinions of local politicians.

	values is limited.	
Museums	[high] The interest of the museums varies according to their historical profile. Lindesnes Lighthouse museum has a high interest in the outports as their history is intertwined with the cultural history that they manage and disseminate.	[low] The influence of the museums is mainly in terms of public dissemination of the historical values towards the general public. As experts in this regard they are important but with a low influence on the actual politics.



3 Stakeholder group management

Stakeholder WHO	Key Message WHAT	Engagement Activity HOW	Schedule WHEN	Communication Method	Responsible Person
<u>Administration in 4 key municipalities</u>	The historical outports have unique heritage values that should be managed through improved local heritage and zoning plans	Identify key municipalities motivated to improve their work with historical outports. Establish working group with administration in key municipalities. Involve in interregional workshops and study visits.	During the entire project periode.	Meetings / workshops, e-mail, phones	Hege Kristin Martinsen
<u>Local and regional politicians</u>	The historical outports have unique heritage values that municipalities should prioritise in their daily work.	Dissemination of project results. Digitization of heritage assets and good practices.	Yearly meetings	Political meetings Digitisation of heritage assets: short film on historical outports Digitisation of good practices. Presentation of toolbox.	Hege Kristin Martinsen

Associations of private owners in historical outports	It is a shared responsibility to take care of the historical outports and their unique heritage values. The local knowledge of the residents is important to assess the heritage values.	Public meetings and meetings upon request Digitization of heritage assets	Yearly meetings	Meetings, e-mails, phone Digitisation of heritage assets: short film on historical outports	Hege Kristin Martinsen
Regional tourism agency and SMB	The historical outports is a key part of regional tourism branding and has the potential for further exploitation.	Facilitate a dialogue on the exploitation potential of heritage assets.	Yearly meetings.	Meetings	Hege Kristin Martinsen
Museums	The historical outports is an important part of the regional cultural history	Facilitate a dialogue on how to improve dissemination of historical values	Yearly meetings	Meetings	Hege Kristin Martinsen

4 Evaluating strategy success

Objective <i>Defined in process 1 engagement objectives</i>	Outcome	Measurement Method	Target
Convince administration and policymakers in municipalities that historical outports should be a political priority so that 4 municipalities in Agder within 2020 have adapted a local heritage plan with the explicit priority of revising the old zoning plans of their historical outports.	local heritage plan with the explicit priority of revising the old zoning plans of their historical outports.	Number of heritage plans with zoning plan as a priority.	4
Convince tourism agencies and SMBs that historical outports has an unfulfilled potential for economic exploitation so that one tourism development project with that focus is launched within the region before 2020.	Tourism development project to increase exploitation of heritage values of outports.	Number of projects	1

5 Exploitation of results

Sustainable management exploitation:

- Awareness of how to assess heritage assets will be exploited by local municipalities in their work with renewing zoning plans.
- Better knowledge of local history can ensure better protection of cultural heritage
- The results will stimulate exchange of best practice and create better cooperation in the region and externally can provide useful knowledge about good management of the cultural environment.

Tourism and economic growth:

- Awareness of the historical outports can provide a basis development of new proposals for economic exploitation/tourism and economic growth

Research exploitation:

- Results of the project might be exploited for advanced research programmes (MSc, PhD, Post PhD).