

POLICY IMPROVEMENT OVERVIEW

SHARE - Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

Territory: Vadstena municipally, Östergötland County, Sweden

Project partner: Länsstyrelsen Östergötland (County Administrative Board östergötland, CABO)

Policy: Östergötland regional development programme (RUP). Since the application this policy has changed name and is now called Östergötland regional development strategy (RUS).

What will be improved?

The general aim of the SHARE project in Vadstena is to increase awareness of cultural heritage in the community – among politicians and officials as well as visitors and townspeople. A further aim is to find a consistent and sustainable way to deal with and use the town's cultural heritage and recognize it as a factor that makes Vadstena an attractive town to visit and live in. Cultural heritage should be regarded as an important resource and be included as such in the town's policy documents

When it comes to the policy the SHARE project's objectives is to integrate cultural heritage and tourism into the RUS strategy in order to aid sustainable development in Vadstena as well I the other municipalities of Östergötland.

The RUP provides guidance for municipalities, government authorities, businesses and civic society. Its focus is not on cultural heritage or tourism, but it aims to create good living conditions, support trade and industry and make society more sustainable. Considering culture, the RUP notes that there is a great potential to develop cultural heritage sites to attract tourism. Culture, cultural heritage and nature can be the focus when the region promotes itself to potential settlers and tourists. This is presented as one out of eight strategies for developing the county. Furthermore, the RUP recommends that the region should use its cultural heritage and built environment in its branding strategy. The tourist organization Visit Vadstena will be strengthened.

We bring these perspectives along with the ones identified working with the LAP into phase 2 of SHARE and expect them to help us influence Region Östergötland's work with their strategy document, the RUS. The main measure and work during phase 2 is to influence the work on RUS in such a way that the cultural heritage will be recognized as an important factor in the development of the region and its municipalities, for inhabitants as well as for tourists. Both Vadstena municipality and the County Administrative Board are being consulted in future work with the RUS and thus have opportunities to implement the SHARE methods. Hopefully the outcome of activities in Vadstena can inspire the other municipalities in the region.