

### <Trångsviksbolaget AB>

#### General details

Name of Contact	Richard Uski
Organisation	Trångsviksbolaget AB
Address	Box 155, 830 47 Trångsviken, Sweden
Telephone no.	+ (0)640 260 30, mobile + (0)70 245 95 99
Fax	+(0)640 262 10
Email address	richard.uski@trangsviksbolaget.se

#### Details of activity

Background to the case study	<p><b>Background</b></p> <p>Trångsviken is a small community (700 inhabitants) in the region of Jämtland in the northern part of Sweden. The region has been faced with the typical rural problem of declining population, affecting local service, childcare and school. This threat initiated the commitment of the inhabitants of Trångsviken to solve their own problem instead of waiting for the state, region or municipality to do it for them.</p> <p>Trångsviken has a history of entrepreneurship, and locally engaged people. This encouraged and summoned the inhabitants of Trångsviken in 2000 to set up Trångsviksbolaget AB. This company acts as a market based company in order to be a partner in the development of Trångsviken and is community-owned.</p> <p><b>Aims and objectives</b></p> <p>Trångsviksbolaget AB aims to assist economic development in Trångsviken. It aims to create growth in local/regional businesses and to create sustainable and long-term development by:</p> <ul style="list-style-type: none"> <li>• Maintaining and developing important services and infrastructure.</li> <li>• Attracting new inhabitants</li> <li>• Supporting new and existing companies to grow.</li> <li>• Ensuring a competent link between inhabitants, companies and local/regional authorities.</li> <li>• Creating a positive atmosphere and a culture of action.</li> </ul> <p><b>Implementing organisation</b> Trångsviksbolaget AB – set up in 2000</p>
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	<p>Shared capital 2.7 million SEK (€294,157)</p> <p><b>Funders</b> Companies and inhabitants in Trångsviken.</p> <p><b>When activity started / end date?</b> Trångsviksbolaget AB was set up in 2000 and continues its activities in the present day.</p>
Description of activity	<p><b>Outline of programme / activities and approaches used</b></p> <p>Trångsviksbolaget AB offers guidance, mentoring and financial aid to existing and start-up companies.</p> <p>The company has managed the EU project “Life environment in Trångsviken”. This project ran village meetings, seminars and has led to the build up –among other things- of a restaurant and museum.</p> <p>The school, for children aged 6-13, has run an entrepreneurship program for 7 years and has a good relationship with local companies.</p> <p>All these activities add to the overall picture in which Trångsviksbolaget AB acts as an umbrella organization, working go connect to a whole circle for an enterprising community.</p> <p><b>Origins – how it came about – bottom up / top down, grew from previous initiative (if so what)</b></p> <p>A joint initiative from the inhabitants and company leaders in Trångsviken, a true bottom up perspective created by a crisis.</p> <p><b>Who was involved in the design, management and delivery of the programme</b></p> <p>The village and company leaders.</p> <p><b>Recognition – has the programme been recognised as good practice? If so, by whom?</b></p> <ul style="list-style-type: none"> <li>• The agricultural minister of EU visited Trångsviken in 2001.</li> <li>• Danuta Hubner visited the project as a best practice project in 2005.</li> <li>• Ulrica Messing, Swedish Minister of the Ministry of Industry, Employment and Communications.</li> <li>• Visits in Trångsviken by several Parliament members, boards of national organisations as the National Bank, Federation of Swedish Farmers, and National Pension Funds etc.</li> <li>• Boards and board members of national/international companies as</li> <li>• Private Banks, Media Groups etc.</li> </ul>



	<ul style="list-style-type: none"> <li>• Boards and management of several Municipalities.</li> <li>• Several local development groups.</li> <li>• Media</li> </ul>
Geographical focus of the case study	<p><b>At what level does the programme operate?</b></p> <p>Primarily local. The project has grown to a regional level during the course of the project, which is continuing in the management of Trångsviksbolaget after the project ended 2005.</p>
Impact	<p><b>Outputs – scale and scope of people reached through the programme.</b></p> <p>The village has approximately 70 companies on 700 inhabitants, which is a Swedish record (10% of the population are entrepreneurs). This number has grown and the village is even faced with a lack of industrial and private premises- a reverse problem compared to neighbouring communities. In addition, the number of inhabitants has been going up- once again a reserve trend compared to neighbouring communities.</p> <p>Some indicators from the final project report 2003-2005:</p> <ul style="list-style-type: none"> <li>• New jobs result 34 - goal 4</li> <li>• Saved jobs result 24 - goal 0</li> <li>• New businesses 23 - goal 2</li> <li>• New services 5 - goal 1</li> <li>• New households 41 - goal 0</li> <li>• 34 Village meetings with at total of 850 participants.</li> <li>• People visited the project 530</li> <li>• Lectures held around Sweden 30</li> </ul> <p><b>Outcomes: <i>at local level – what difference at local level and at regional and / or national level – what difference made?</i></b></p> <p>At local level – see the indicators above.</p> <p>Regional- Trångsviksbolaget has become a regional development partner, established as a natural partner alongside the traditional regional players. For example Trångsviksbolaget has established the regional Mutual Guarantee Society (MGS).</p> <p>National - The project has had extensive coverage in regional and national media. Our lecture services are asked nation wide. Trångsviken has become a nationally known best practice example of Swedish development in declining countryside regions. This has resulted in a joint national project with the Swedish Ministry of Industry, Employment and Communications aiming to spread the model of Trångsviken. The project is to be carried out by Trångsviksbolaget.</p> <p><b>Any impact at European level?</b></p>



	<p>The agricultural minister of EU visited Trångsviken in 2001.  Danuta Hubner visited Trångsviken in the spring of 2005.  We are in the process of being interviewed by the European Investment Fund to find out if the region is in need of new financial tools, funded by EIF.</p>
Partners' details	<p><b>Name and briefly describe partner's contributions to programme</b></p> <p>A close cooperation with the Municipality and the County Administration has taken part during the project.  Our networking is our main developing tool; this makes us 'partners' with basically all regional players.</p>

### Theme-Specific Questions

Who was targeted by the programme?	Local entrepreneurs and potential inhabitants & residents in Trångsviken
Which levels of government were involved, informed or consulted?	<p>Municipality – close cooperation has taken part during the project.</p> <p>County Administration - A close cooperation has taken part during the project.</p> <p>National Government – A project has been outlined together with the Swedish Ministry of Industry, Employment and Communications. The purpose is to spread the model of Trångsviken to other regions.</p>
What actions resulted in mainstreaming?	<p><b>How did you do it? Serendipity / luck, contacts, drive, X factor? Where has programme been replicated?</b></p> <p>The 'model and methods' developed in Trångsviken has grown from 'trial and error' to a strategic work based on vision, goals and principles. Today the process is supported by academic research, for example by a doctor's degree student who is researching the factors of development in Trångsviken.</p> <p>Other local development groups have replicated the structure of Trångsviksbolaget consulted by us.</p> <p>The national programme planned with the Swedish Ministry of Industry, Employment and Communications has the purpose to spread the model of Trångsviken to other regions.</p>
Sustainability	<p><b>What achieved / how funded?</b></p> <p>The EU-project was finished in 2005. Trångsviksbolaget has continued its work since that date. The organisation is sustainable through its commercial activities. For example, the experience as an executive project organisation has been transformed into consultancy services.</p>
Successes / lessons	<b>What contributed to the programme's success?</b>



learned

- The people and their engagement
- Creation of the structure of Trångsviksbolaget and activities to solve financial market problems for SME's.

**What lessons have been learned**

- Since most activities have been successful, lessons learned are positive and are being summed up in a model/method for local/regional development in rural Sweden (Europe?).
- Entrepreneurship can be taught: an early stimulation of entrepreneurial activities and spirit (e.g. entrepreneurial education in local schools) has a strong potential to result in a more entrepreneurial community/locality.

**If you had your time again what would you do differently?**

We would have organised the activities through the national programme planned with the Ministry of Industry, Employment and Communications. The context locally, regionally and nationally has changed in a positive way since the course of the project in Trångsviken. We believe this increased the opportunities to succeed in other areas. We will of course continue the work in Trångsviken as well towards the new goals we have set.

