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”Alone is not strong in these matters”

An analysis of a collaboration platform involving cultural heritage, sustainability and regional development

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Abstract <p>Sustainability and cultural heritage are both wide fields affecting people in the past, presence and future, on both local and global levels. Since they affect so many people it is difficult for the individual to make a change, instead working together is key.</p> <p>One way to work together is cooperation but how does one find projects/organisations/etc, to connect and collaborate with? Perhaps by using a form of collaboration platform?</p> <p>LAB190 is a just that, a collaboration platform meaning it is a non-physical tool for actors to use when reaching out to find others to either exchange ideas or trade services with. LAB190 focuses on an area surrounding a 70 km long road (road 190), reaching over four municipalities, Gothenburg, Lerum, Alingsås and Essunga. Involved actors vary from locals, pushing for changes they desire in the area, to officials in charge of possible changes.</p> <p>The goal of LAB190 is to make the territory around road 190 into an model area for sustainable development. To reach that goal three work-groups has been created; Food (Green industries), Tourism (hospitality industry) and Infrastructure. The idea with the work-groups is to find projects and/or activities, relating to the field of focus for the work group. For example, the Tourism-group focuses on projects/ activities relating to the development of tourism.</p> <p>After reviewing LAB190 using the pilot-study, development plans and interviewing people involved, a conclusion was made. The physical area of LAB190, the landscape reaching out from road 190, is big and hard to manage single-handedly and therefore a collaboration platform is a usable tool and something that should be considered in future plans regarding the three fields, cultural heritage, sustainability and (regional) development. It is a way to come together, exchange knowledge and face challenges, both now and in the future.</p> <p>Key-words: Sustainability, Cultural heritage, Regional Development, Collaboration Platform, LAB190</p>		

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Acknowledgements

The administration for Cultural Development at Region Västra Götaland referred to *Förvaltningen för Kulturutveckling* was earlier called *Västarvet* but changed name from January 1, 2020, due to merge of *Västarvet* and *Kultur i Väst* (Culture in West). Therefore I have chosen to use the 'new' name *Förvaltningen för Kulturutveckling* in the thesis but some of the sources refers to *Västarvet* (sources created before 1 of Jan 2020).

Some of the material for this thesis was collected during the author's internship at *Förvaltningen för Kulturutveckling* that lasted for 10 weeks, from the August 19 to October 30, 2020. It consisted of individual work that I got assigned to do in the beginning of the internship and participating on some meetings.

LAB190 is a regional collaboration between the municipalities of Gothenburg, Lerum, Alingsås and Essunga but it also includes the Gothenburg region's municipal association.

Declaration

Kommun - Municipality (there are 290 municipalities in Sweden. A municipality is an area that is territorially delimited and has an unit that is administrative for local self-government (translated from nationalencyklopedin).

Göteborgsregionens kommunalförbund - Gothenburg region's municipal association

Västra Götalandsregionen (VGR) - The County Council, governing the territory of Västra Götaland in Sweden

Förvaltningen för Kulturutveckling - Administration for Cultural Development

Länsstyrelsen Västra Götaland - The governmental authority in the territory of Västra Götaland

Länsstyrelsens Kulturmiljöenhet - The County Administrative Board's Cultural Environment Unit

Riksantikvarieämbetet - National Heritage Board

Introduction

How to be sustainable, that is a question asked world wide and since it has such a global impact the solution is not a one-man job. Instead people all around the world must work together towards a suitable solution. Collaborations between countries municipalities, firms, etc., might be a suitable solution. In 1987 the World Commission on Environment and Development released 'Our Common Future' stating,

"Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs" (p.16)

Collaborations that reaches not only over national or governmental lines but also through generations, can maybe sound unimaginable to some and therefore it might be good to focus on local collaborations first, that is where this thesis takes us.

The way to a more sustainable future may have various options and one way can be to focus on exploring the possibility to connect the urban and rural landscape and with that also focus on the using of landscapes. Around Sweden one can find agriculture areas that today are no longer in use, abandoned areas that give an glimpse of what used to be. An example of this type of area is the one around road 190, which is the area of focus for LAB190.

Road 190 is a County Road (*länsväg*) that goes from Hjällbo to Nossebro. The unused grounds in the area surrounding Road 190 can be used as a step towards a more sustainable future. As shown in both fig. 1 and 2 further down (p. 7-8) it is not only the landscapes/grounds next to the road 190 that is in focus regarding development, it is also the area reaching further away from the road. Because, as mentioned, it is about using what today is unused.

The empty houses can become beloved homes and the grounds can be used for small scale agriculture, creating an opportunity for the people living in the houses to become self-sufficient and/or more sustainable by producing their own food for them selves or the area (local food production).

This thesis will be a result of an analysis of the collaboration platform LAB190 and the goal is to get an understanding for if, how and why a collaboration platform can be a tool in the work towards sustainable development. To understand the if, how and why questions one must get an introduction. Starting with the background, what is sustainability and in what ways can it be connected to development? Then, what is the collaboration platform LAB190?

With the answers to these questions one can proceed to understand why an analyses of this kind is relevant not only for today but for tomorrow. One can say that what we do today will serve as tomorrows foundation and therefore it is important to see but also learn, what works and what does not.

After immersing in the reason to the chosen focus of this thesis it will continue to further explore the relevance for today through a literature review. The chosen literature are a number of different papers that each relates to regional development, cultural heritage and/or sustainability, all focus areas for this within LAB190. From Lucas Seghezze's (2009) article with the three P's (People, Planet, Profit) in the 'sustainable development triangle' (that will be used in relation to regional development, cultural heritage and sustainability) to Ana Pereira Roders and Ron van Oers (2011) that discuss the idea of values within cultural heritage for the individual and groups within society (and also society in its whole). Further on to De Medici, De Toro and Nocca's (2019) article discussing the role of cultural heritage in sustainability in relation to the many challenges that cities around the world face today. To end with Christer Gustafsson's thesis *The Halland Model* (2011) that discusses values, development and preservation.

To fully be able to discuss the definition and the meaning of the definition of natural and cultural heritage some examples of definitions and usage of natural and cultural heritage will be presented. This is to show for the wideness of the usage and/or definition of natural and cultural heritage.

When given an introduction of what has been written and discussed in this field before this thesis will continue on to the method for this analyse. In this section the chosen methodology will be presented. The data collected during fieldwork and internship at *Förvaltningen för Kulturutveckling* is the foundation for this thesis and therefore it is important to understand how it was collected and used.

The final parts of this thesis are the results and discussion focusing on what was found in the data but also what it means. In these two final sections the reader of this thesis will hopefully see the connections between the past, the present and the future.

The goal with this thesis is primarily to through the analysis, show for the importance and relevance of a collaboration platform such as LAB190 but also, to get out the word and present a way of working with sustainability and cultural and natural heritage. Proving how the focus is not only about preserving but also adaptive re-use of the landscape, buildings and other constructions in the area. The idea is to inspire, offer a example of how one can work and hopefully this can, in some way, inspire the reader, regardless weather you are a politician, an official, a person with/

without grounds looking for ideas or 'just' interested in working with/studying sustainability and cultural heritage.

Background

LAB190 is a regional collaboration between the municipalities of Gothenburg, Lerum, Alingsås and Essunga but it also includes the Gothenburg region's municipal association, Business region Göteborg, County Administrative Board of Västra Götaland and Region Västra Götaland. The goal with the collaboration platform is to connect the urban and the rural landscape and though that be part of a sustainable societal development but also to show that a cooperation between several municipalities is possible and one way towards a more sustainable development.

The collaboration platform LAB190 is managed by *Förvaltningen för Kulturutveckling* which is a department at Region Västra Götaland who has a wide competence within natural and cultural

heritage and sustainability, but also arts and culture and management of destination goals (Västarvet 2020).

The idea of creating a collaboration platform such as LAB190 was to create a process where different actors could get the opportunity to meet and work together or side by side. It was first initiated 2013 through a pilot study of the area surrounding road 190. After the pilot-study a bus tour in the area was done and after that a follow-up seminar was held and where the participants agreed that Food, Tourism and Infrastructure was three key-points to cooperate around in regards of development of the area. For each key-point a



Fig.1. Map marking the area for LAB190. © Länsstyrelsen, Lantmäteriet, NVDB, ESRI Inc, RAÄ, SGU, Sjöfartsverket, SMHI, SVO, SCB, SJV, PM, Bergsstaten, SLU, DIRNAT
The road 190 is the one slightly more marked within the square.

focus group was created, and these groups cooperates with businesses, actors and associations in the areas so that they, together, can work for a sustainable development in the area (Västarvet 2020).

In 2014, a mapping of the area around road 190 was done with the aim that it could be used to create a development plan for the landscape. This development plan could later work as a foundation when planning future development in and around the marked territory (fig.1) (Västarvet 2015). The mapping of the area was described

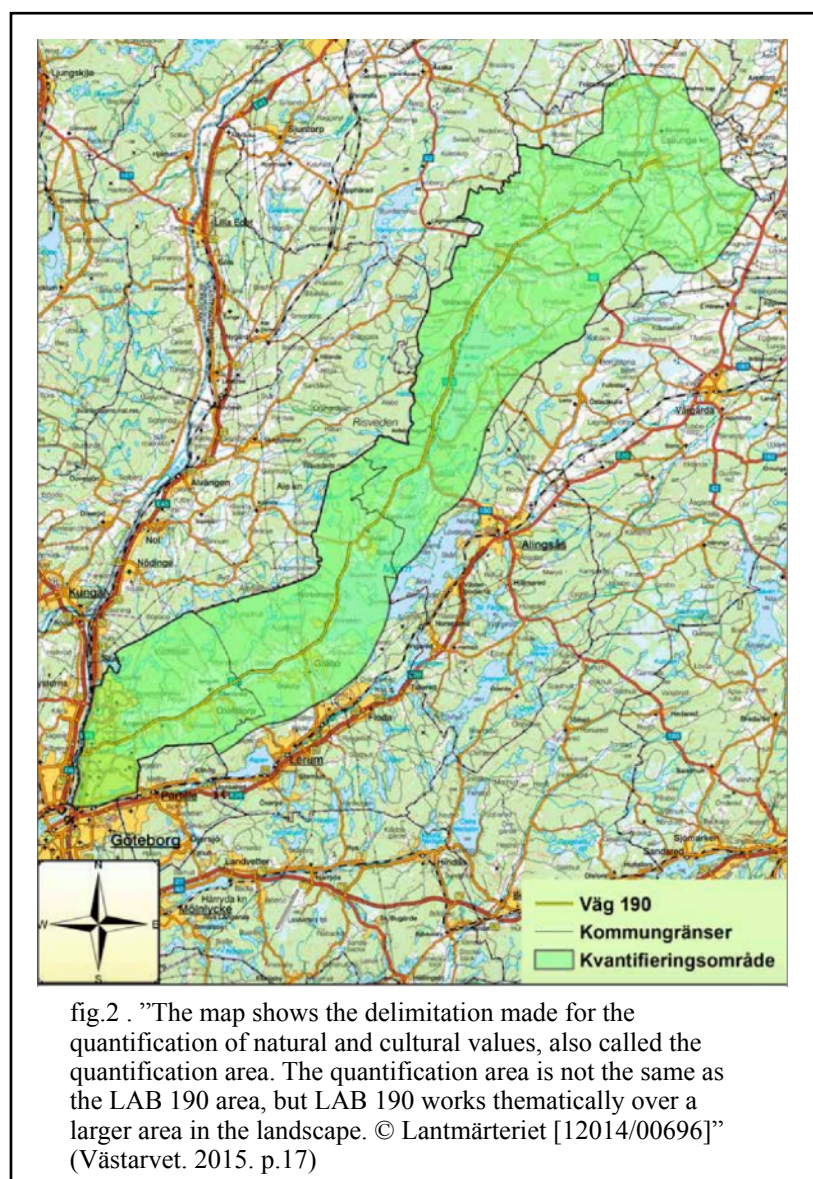
”of course not total and all-inclusive but provides a good insight into the type of landscape road 190 extends through and provides a collective basis for the continued work with a development plan for the area” (Västarvet, 2014, p.17)

The starting point for the collaborating project LAB190 is, as mentioned, the Road 190, a 70 km long road that goes through the four municipalities; Gothenburg, Lerum, Alingsås and Essunga which are located on the Western area of Sweden (fig. 2). It is a coherent landscape which is pointed out as an important part of the sustainable societal development.

The collaboration within LAB190 is based on the European Landscape Convention (2000) and its intentions (LAB190 2015 B p.3). The collaboration has its base in a joint development plan that are called *Inter-municipal development plan(s)*. The

activities and projects, planned

and revised in the development plans, are enforced either within the ordinary work of the collaboration or through projects using external founding (LAB190 2015 A).



Purpose of the study and research questions

The reason to why a review of the collaboration platform LAB190 is the chosen form of execution is due to the idea that if one can be given a better understanding for what role collaboration platforms like LAB190 can have in the work toward sustainable development, one can hopefully use this understanding for future developments. Within this analyse it is not only sustainability that will be in focus but also cultural heritage. The idea is to see if and how cultural heritage can be used as a value in regional development which can result in a better appreciation for how it can be used for future project and/or collaboration platforms.

The focus area of the collaboration platform LAB190 is rather wide both geographically, reaching over four municipalities, but also work-wise regarding the three work-groups and connected projects, therefore it can be hard to get a good overview without missing something. Including Seghezze's three P's (that will be further presented and discussed below) the idea is to try to find the answer to the following questions

- In what way(s) can the collaboration platform LAB190 fit into the triangle of sustainability? What fits and what does not?
- What possible difficulties, for example organisational, outer understanding (etc) might be found within LAB190 and in what ways are they being handled (if they are being handled)?
- In what ways does cultural heritage play a role for sustainable development within the collaboration platform LAB190?

The expectation for the analysis of LAB190 is to get an estimation for its relevance in the work towards sustainable development within regional development but also to get an understanding for how one can work combining cultural heritage and sustainable development in relation to regional development.

The reason to why Seghezze's triangle of sustainability is used is to see if and how a 'new' triangle of sustainability, with new dimensions, can be used when discussing cultural heritage and sustainability within regional development.

Literature review

Cultural heritage in sustainable development is an already quite discussed topic but yet there are room left for even further discussions. As mentioned above, the focus of this thesis is a examination of the collaboration project called LAB190, a collaboration platform reaching over four

municipalities. As mentioned, the goal with the process of the collaboration platform is to, in a sustainable way, develop the area focusing on areas such as Tourism, Food and Infrastructure.

To continue the discussion a few different sources have been chosen to be presented and discussed below. These sources do connect to development, sustainability and/or cultural heritage. I have chosen to work with a wide range of sources due to how the field, which I have chosen to study, is rather wide and intersectional.

Using the following texts as a foundation for understanding, the main hope with this review is to give further and/or wider perception of the role cultural heritage has in the work towards sustainability, but also to give an understanding for how one can work within sustainability and what it means.

In this review the texts will first be summarised, rather briefly, main points within the article will be brought up and described to give the reader some foundation for the upcoming discussion.

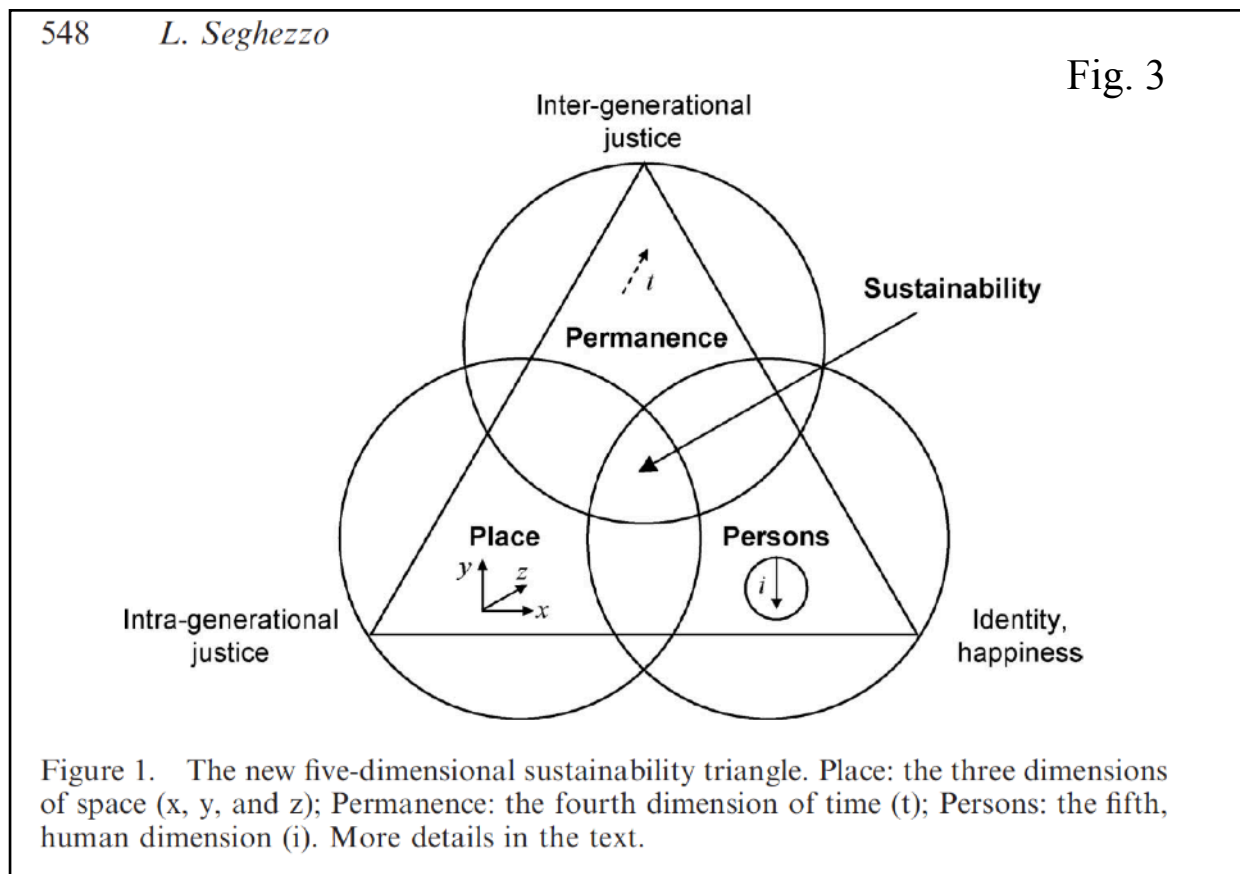
Summary of chosen literature

The first article is called *The five dimensions of sustainability* and is written by Lucas Seghezze (2009) and is based on the 'triple bottom line' of sustainability, economy, environment and society which also can be presented as the three Ps, "People, Planet Profit" that is a concept that has been developed by the World Commission on Environment and Development (WCED) to be used as a guidance for policies when balancing "economic and social systems and ecological conditions" (2009 p.539).

The reason to why Seghezze's article, and triangle, was, as mentioned, the interest to see if and how one could discuss cultural heritage and sustainability within regional development in relation to Seghezze's 'new' triangle. Another reason, relating to previous statement, was the growing interest of Seghezze's idea regarding the limitations of WCED's three P's. Seghezze critiques the limitations of the WCED and lifts how it is understandable that the WCED report could not have taken in recent discussions regarding sustainability since it was released over two decades ago. These discussions have complemented but also worked against the ideas that came from the WCED report and Seghezze wants, by using what is called the five dimensions of sustainability, show for how these limitations can be overcome. By using Seghezze's triangle in the analysis, it is possible to see how it can be used in discussion and even though it would be of interest to compare it to WCED's three P's, it will not be done, mostly due to limitations (but also because a comparison between two sustainability models is not the main aim for this thesis).

Seghezzo describes the five dimensions within the triangle

”Place contains the three dimensions of space (x, y, and z), Permanence is the fourth dimension of time (t), and the Persons corner adds a fifth, individual and interior, human dimension (i)”. (2009, p.548) (see fig.3).



To further give the reader an understanding for how he has planned his triangle of sustainability (and how it does not have the same limitations as the WCED) Seghezzo goes deeper into describing each corner of the triangle starting with Place.

Place is, as Seghezzo described it, above the corner where the three dimensions of space is located. Place, represents ”places” and ”environments” where life and interactions happens which results in feelings of belonging and identity, culture (p.548). Seghezzo depicts place as ”much more than just empty geographical spaces” (p.548) which shows for its relevance in understanding ones relation to sustainability. The understanding of space, how it is related to the creation of the individuals, identities, behaviours or in other words culture, is important due to how it shows for a greater (non-anthropocentric) importance of sustainability. It is about understanding how belonging and identity are important parts of human life. A comprehending of its significance but also diversity, can be a foundation for *intra-generational justice*.

The second corner of the triangle of sustainability is *Permanence* which, as Seghezze makes clear, is not only for maintaining but for change and improvement. This goes well with being connected to the fourth dimension of time. It is something going on and will continue into the future. Since it has a long-term focus it should be clear that it is also important for inter-generational equity. Today's planning/actions shows results in future improvements. Permanence can be seen as connected to Place through the feeling of belonging because that is something created over time. But the two of them can also result in a terrible perception of the world such as slavery, torture and tyranny, according to Seghezze (p.549). To prevent this from happening one must add the third corner of the triangle, *Persons*.

Persons is the third and last corner of the triangle and focuses on individuality and happiness. Seghezze highlights the argument stating that one of the biggest problems within 'modern societies' is that people 'forget' or neglect spiritual dimensions of the world leaving them in a 'flatland' without any purpose (2009 p.550). It is implied that without a connection between modern science and pre-modern prudence, there is an uncertainty for the future of humans. But Seghezze lifts how, in recent decades, environmental movements have assisted in the creation of both the social and the individual identity and with this has environmental issues started to be part of the international agenda. This has resulted in personal agendas and/or attitudes and governmental policies. But with time, also comes a feeling of betrayal regarding the abilities that governments and corporations has regarding environmental issues. Seghezze lifts research that points to that individuals resort more towards their own senses in regard to the seriousness of environmental problems (p.550). The growing distrust seems to come from a growing objectivity and the absence of personal participation.

It is also stated that individual happiness is not connected to either economic wealth, environmental quality or social justice (Seghezze 2009 p.551). Instead it is based on the need to fulfil socially established goals. Since the individual happiness is just that, individual, it is problematic when individuals are merged into one dimension where the individualisation is lost. 'Personscapes' (like 'timescapes' but directed towards persons) is mentioned as a part of the sustainability triangle but is also questioned in the way it divides nature and society as opposites. Individuals that are part of the creation of culture is also accountable for the creating a culture-dependent notion of nature (p.551). Focusing on the individual and its values can be a way to decrease the risk for sectoral interest taking over the rights of minorities (p.551) because it is only

the individuals and their personal morals and values that can reach the needed "change of consciousness" that are necessary for an ecologically reasonable world without top-down authority.

Seghezze ends the article with first a short section where some concluding remarks are pointed out and second an even shorter section for acknowledgements. In the concluding remarks Seghezze writes that the main idea with the article was to show for limitations within the conventional idea of sustainable development. These limitations do not fully capture the spatial, temporal and personal aspects of sustainable development. To solve the problem of limitation Seghezze presents the five dimensions of sustainability together with the triangle of sustainability, as showed above, and the idea is that it is supposed to be used as a tool for understanding the complexity of sustainability but also when developing policies and doing academic analysis.

Ending the article Seghezze points out how different views of what sustainability can coexist for both plurality and to give more ways of explaining sustainability because it is a wide and complex area and there are no easy answers to how and why.

Second article that will be used for the main discussion is *Editorial: bridging cultural heritage and sustainable development* by Ana Pereira Roders and Ron van Oers (2011). Which is a research paper with the aim to present the new Journal of Cultural Heritage Management and Sustainability (JCHMSD). The first sentence of the paper points at "the art of conservation management" (p.5), persuading stakeholders of the importance of conservation. Then Roders and Van Oers goes on to list challenges related to climate changes and conservation such as at the Copenhagen climate summit meeting in 2009 not being able to take action towards the impacts of climate change (p.5). Also handling the financial-economic crisis leading to a political convulsion in countries such as Tunisia and Egypt and the widespread risk of a of a shortage of food and water. And finally, the quiet but yet so loud demolition of the resources we have. With this is mind, the future does not seem to match our expectations for it, so what Roders and Van Oers (2011) want with their article is to offer the reader a platform for presenting and debating, if necessary challenge scientific facts related to environmental and societal crises as part of the work toward sustainable development. The platform should also be a space to nourish and/or elaborate possible opportunities for new ideas within the field of managing cultural heritage assets, but also establishing connections between the field of management and cultural heritage assets so they together can be inclusive and strengthening (p.5). Basically, they want to do a lot but in the spirit of bridging cultural heritage and sustainable development. The authors also lift the lack of connecting cultural heritage and sustainable development in previously published articles relating to the topic.

After describing the background and foundation of the article Roders and Van Oers continues describing the values of cultural heritage. How intangible heritage lies within tangible objects and through that gives the opportunity for heritage to be inherited throughout generations but also to be seen as valuables for communities and groups in societies. The past is part of the present and it is, according to Roders and Van Oers, important in form of being both an inspiration and a source of remembrance. It is part of individual but also collective identity and is therefore an important part in sense of place, it gives value.

When discussing cultural heritage and its importance it is difficult, if not impossible, not to mention UNESCO. Roders and Van Oers describes UNESCO's role as "hard to understate" (p.6) with their many years of experience within the field where UNESCO has developed tools on "every significant aspect of culture" (p.6) that are used for promoting a sustainable use of the resources within cultural heritage in advantages for local populations. Roders and Van Oers do mention three 'key conventions' as the foundation of the "protection, conservation and management of tangible and intangible cultural heritage" (p.7): UNESCO's Universal Declaration on Cultural Diversity; the 1972 Convention concerning the Protection of the World Cultural and Natural Heritage (i.e. the World Heritage Convention), the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (i.e. the Intangible Heritage Convention) and finally the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (p.7). Roders and Van Oers also notice that it is only the 2005 convention that directly discuss the role of cultural heritage within sustainable development.

When discussing the usage and meaning of the conventions Roders and Van Oers means that the conventions are there for the protection of heritage for the future, not only for the objective value of the artefacts but also for the knowledge that comes with them. And the protection of heritage should be done at both national and international level.

Roders and Van Oers lifts how natural heritage is connected to cultural heritage in form of indigenous practices, etc., and can be included because of how it relates to knowledge and values within intangible heritages.

After presenting the cultural heritage part of the paper Roders and Van Oers continues to sustainable development. Starting with the beginning of the concept of sustainable development in 1969 when the World Conservation Union (IUCN) adopted a new commission that focused on the persistence and betterment of the living world or "man's natural environment" (p.8) but also the natural resources that give life.

Roders and Van Oers (2011) mention programs, funds, strategies, etc., all focusing on the protection of the wildlife and/or environment. Also, the 2005 Millennium Ecosystem Assessment, that gave the reader a startling realisation regarding the effect that human life has on planet earth, a global human footprint. From the beginning of the concept 'sustainability' (in 1969) to 2005, not much has been done for sustainability, poverty or even the inequality. It is suggested that culture should become a fourth addition to the three pillars of sustainability; environment, society and economy. Culture also becomes more recognised as an asset when it comes to sustainable development. Now historic environments are used for promotion of places, cities, countries, etc., and this generates an economic growth which further gives culture value within development.

To further understand, and later discuss, what role cultural heritage can have within sustainable development I also chose the paper *Cultural Heritage and Sustainable Development: Impact Assessment of Two Adaptive Reuse Projects in Siracusa, Sicily* by Stefania De Medici, Pasquale De Toro and Francesca Nocca (2019). De Medici, De Toro and Nocca begin their article with lifting the many difficulties cities around the world are challenged by in relation to climate change demographic growth, economic crisis, etc. Due to the cities having such an important role the focus for them to become sustainable is in focus and one part of sustainability can be cultural heritage, means De Medici, De Toro and Nocca. In the beginning of the article the *2030 UN Agenda for Sustainable development* (2015) is brought up and it is pointed out that cultural heritage is mentioned only in one goal, specifically in target 11.4 - *Strengthen efforts to protect and safeguard the world's cultural and natural heritage* (2015 p.26). Meaning that cultural heritage is only referred to once in 17 goals and 169 targets and it is described to be *Protected* and *Safeguarded* and not, De Medici, De Toro and Nocca points out, to be valorised or recognised (p.2).

De Medici, De Toro and Nocca goes on mentioning a few other international organisations, such as UNESCO and ICOMOS that highlight how important cultural heritage can be for reaching sustainable development. UNESCO, for example, has through their commendations of cultural heritage in the Historical Urban Landscape (HUL) recommendations (2011). In the HUL recommendations both cultural and heritage is mentioned and pointed out as something precious and filled with quality which shows for a great value beyond the tangible dimension.

Further on in the article two case-studies are brought up for discussion, *The Ancient Market* and *the Basilica of Saint Peter the Apostle in Ortigia*. In both case-studies re-usage of public buildings is the main focus, how it gave the areas a new push. Some renovation was done at both of the case-

studies, such as repairing windows and walls but these changes were done using traditional techniques (p.7).

The re-usage of both *he Ancient Market* and *the Basilica of Saint Peter the Apostle in Ortigia* was done with tourism in mind but it is clearly a case of heritage/building conservation and adaptive re-use. To get an even better understanding for how both building conservation and adaptive re-use can be used the thesis *The Halland Model* by Christer Gustafsson (2011) will be used. The whole book forms around the Halland Model which is a sort of trading model/zone for building conservation. Gustafsson describes how the Halland Model began during a creation of a survey of historic buildings that was at risk in Halland (2011 p.IX). The focus points for the model was saving jobs, craftsmanship and buildings and in the beginning the focus was leaning more towards regional sustainable development, but for the Historic Environmental Sector it was important that it could show for how it could assist to regional development and also sustainable development (p.9).

The cases presented in the book are all involved with the Halland model and the trading zone and Gustafsson was participant in over 90 of conservation projects within the Halland model which shows for great experience of the model.

As mentioned the book focuses on a sort of trading model/zone for building conservation and to be able to create such a platform one must see the interest in participation, the challenges that can emerge and the necessary tools to get there. As mentioned, regional development, sustainability but also cultural heritage (conservation) was early pointed out as important focus areas. The Halland Model is described by Gustafsson as "to be understood as a new approach to tackle boundary-spanning challenges" (2011 p.67) while focusing on previously mentioned key areas. It is a regional collaboration involving high and low, from estate owners to policy administrations and both regional and local public bodies (p.67). The model also has a "multi-problem-oriented approach" (p.93) which means that the focus is to solve as many problems as possible such as unemployment, pollution, etc. This together with the wide interest among the participants led to the 'trading zone' where the historic environment sector meets the labour market sector (p.100).

In conclusion Gustafsson points to how the trading zone worked as a sort of platform where stakeholders and participants could meet for discussion. Different interest could meet to try to solve emerged problems. Gustafsson then goes to recommend that a focus on cross-sectoral collaborations with a 'multi-problem-oriented approach should be in focus of the regional decision makers because projects that are in need of these types of collaborations and approaches "do not belong to the regular market" (p.160) in a way that they can result in future investment such as job

creation but also new activities resulting in making "the region more attractive to its existing or new inhabitants, visitors or investors" (p.160) in other words, being an asset for present and future.

Another interesting part within the Halland Model is the discussion regarding different values and specifically *cultural value* (2011 p.41). Gustafsson lifts how, by using an economic calculation, one can see what financial and human capital is needed for e.g. conservation of buildings.

Analyse and interpretations of the chosen literature

What first caught my attention with Seghezzeos (2009) article was the kind of direct criticism of the WCED report and the triangle of sustainability. When I first found the article I thought that I had found something that would give me a further understanding for how one can use sustainability within development. Surely, I got that but I also, as mentioned, got a full criticism of the WCED report. Seghezzeo means that the WCED report is too anthropocentric meaning that it only focuses on the need and wellbeing of the humans and I can agree with Seghezzeo on that. When studying 'Our Common future' (the WCED report that Seghezzeo refers to in his article) one can quite easily catch the anthropocentric focus. The WCED report points to "our planet" and "we produce" certainly with a focus on humans, which might make it a bit odd since it is out planet/environment together with other living beings that make us what we are. Also, when reading Roders and Van Oers article (2011) one can see quotations from IUCN when they introduced the sustainability mandate, stating "the perpetuation and enhancement of the living world – man's natural environment – and the natural resources on which all living things depend" (p.8). The focus is on the *human needs* we have.

We create values out of nature, based on our needs and from that grows a culture of usage of nature. Of course, humans have for a long time used earth for beneficial reasons, it gives us food and shelter. But our ways of using it has intensely increased which has resulted in environmental challenges. And, as Seghezzeo points out, with these challenges has different theories, regarding how we can solve these problems, evolved. Seghezzeo mentions Techno-centric theory, meaning that the future lies within technological development. This can be marked as a more anthropocentric theory and in contrast to that there are eco- and bio-centric theories that focuses more on the values of nature and not putting humans in the centre (focusing more on how we are part of nature instead of nature being something that is there for us). But should we focus on how nature is a resource mainly or should we try to find another way to work with nature and the environment? Because, as mentioned by Roders and Van Oers (2011), there are multiple reports that shows that our current

way of acting is not working (p.5). As it has been said many times before, something needs to be done. But what and how?

Seghezzeo (2009) states that the anthropocentric tendencies within the WCED report leads to limitations with it and therefore suggest a new triangle of sustainability that will result in what Seghezzeo calls the five dimensions of sustainability (see fig.1). As mentioned earlier, the triangle consists of Place, Permanence and Persons and within this are the dimensions Space (within Place), Time (within Permanence) and human (within Persons). After reading Seghezzeo's discussion regarding how these dimensions can result in a less limited base for sustainability, I agree with him. Understanding the anthropocentric restrictions that Seghezzeo brought up in relation to the WCED report and the limitation it showed resulted in a feeling that something needs to change theoretically but also in practise. Can Seghezzeo's proposal for a change of the triangle of sustainability perhaps be a way to take a step away from the anthropocentric views we have today? Though, there has been multiple attempts at changing before, at different levels, and currently they are not that noticeable changes. As brought up above, several conventions and reports, etc., has been written but still, we are in a negative trend (Roders and Van Oers 2011 p.5). Maybe it is time to see and use cultural heritage as the value it can be, as Gustafsson (2011) points out, as investment for the region (or even nation?).

The reason to why the sources above were chosen for this thesis, is partly to make an attempt to show for the wideness of the field of cultural heritage, regional development and sustainability and how this width can be a strength. Because, the expanse of the fields both individually and together might feel a bit overwhelming or hard to grasp, but it can, as I want to be able to show, be an asset. All the sources, in some way, discuss cultural heritage in relation to sustainability.

It is understandable that one can have some critique regarding the age of the chosen articles but that was done with a specific purpose, to show that this is not a new discussion. The topic of cultural heritage in relation to sustainability is something that has been discussed to an extent over the years.

All of the sources also seem to clearly link cultural heritage and sustainable development in a way where cultural heritage is seen as a value. It is interesting to see how value can be measured and used as a tool and, after reading all the sources, I can see usage of culture, as a tool, is beneficial. Also, how conservation must not always be about keeping something the way it is, instead one should invest in it resulting in new opportunities and/or increasing economic growth (Roders and Van Oers 2011 p.9 & Gustafsson 2011 p. 160). Because there is likely no way to

'escape' from the capitalistic world as rapidly as we might need, but maybe we at least can change or re-discover the idea of value, and how to use it. And maybe collaboration platforms like LAB190 is a step towards to that direction. The same with the testbeds within the SATURN project, which is a project between the Real estate office and Cultivation close to the city (Stadsnära odling) which is financed by Climate-KIC and the goal is, by testing different models and methods to develop a "toolbox" for connecting the city with the countryside in a sustainable way (GöteborgStad 2019).

It is also intriguing to see how projects, collaborations, etc., can balance the inclusion of people without becoming too anthropocentric. Because the anthropocentric way of going might not be the best path towards a more sustainable future. Humans are not alone on this planet, we share grounds, water and skies with other species, they are part of what we are.

When discussing different motivations for protecting nature Seghezzeo lifts that there is an issue regarding the width of both economic and technical ways of measuring sustainability, leading to problems regarding practical decisions (2009 p. 543). Decision making, regarding practical agreements, can in that case result in the authorisation of 'experts' and/or technocrats determine what criteria and indicators that should be measured. This can, according to Seghezzeo, lead to an uneven balance between those who see themselves as 'experts' and those who believe more in an open dialogue and that an agreement on values is essential before any decision making is done. How does this work within collaboration projects such as LAB190? How does it work over all? Can there be a balance between the 'experts' and 'non-experts', can there be a dialog and in what forum should this dialog be held? Are collaboration platforms the solutions for this?

Theoretical foundation

To get a better overview of the theoretical foundation of this thesis it has been separated into three theoretical focus-areas, creation of values, definitions within cultural heritage and definitions of sustainability. These focus-areas can have the tendencies to overlap and/or cross each other, specially in such a wide platform as LAB190. Therefore it can be of great interest to try to pin point each focus-area to see what role and significance it can have within the LAB190 platform. Separating them also gives the change to understand them individually and an understanding of the smaller pieces helps seeing the whole picture.

Creation of values

One of the first chosen theoretical frameworks is the idea of *Space and Place*; how one through significance and/or meaningfulness can make a place out of a space (Siim 2013). This theoretical

framework will be used especially when focusing on development. The idea is to try to understand if, how and possibly why adaptive re-usage of unused rural landscapes can change the meaning of a site/landscape/area.

Hubbard & Kitchin (2011) gives the reader a chance to understand the complexity of space and place in relation to culture, "the idea that culture not only takes place, but makes place is now manifest in a bewildering variety of work" (p.8). Seghezzi's (2009) points out "Places are much more than just empty geographical spaces" (p.548) and then refers to them as sources of "facts, identities and behaviour" pointing towards how spaces become places when filled with meaningfulness and identity, which is an interesting theory when one discuss the usage of landscapes, which is part of LAB190.

Another interesting concept relating to LAB190 is *cultural value* described by Christer Gustafsson (2011 p.41). Gustafsson means that today's cultural economy is more developed both theoretically and empirically and an economical calculation can therefore show for both the financial and human capital necessary for the production of arts, cultural events and/or historical buildings (p.41). According to Gustafsson, understanding what the inputs and outputs of culture are, is knowing how to express oneself when it comes to business relations. Understanding and being able to put values of for examples historical buildings can come to be of importance when discussing development and understanding what results (outputs) certain investments (inputs) can have but it might not be enough. Certain cultural activities can be hard to present as outputs, the business relations do not give the full image of what cultural activities can result in and therefore it is of importance that one, in some way, tries to find a way to match cultural activities with economic discourses.

Can the natural heritage and landscapes be compared with *cultural value*? Culture value can be seen as the economical calculation done on cultural activities and productions such as art, events, etc. So, what cultural values can be found within LAB190? What types of values are valued?

When analysing something in connection to cultural heritage and values one can see tangible and intangible and cultural and natural heritage. In collaborations like LAB190 and the projects within it, tangible heritage can be houses but also the land around it and the intangible cultural heritage can be the knowledge that is required for farming/land usage. Another way of analysing these in some kind of value one can use Throsby's *cultural capital* (1999). Throsby acknowledges that cultural capital, as a term, has been used and discussed before by, for example Bourdieu (1977) stating that capitals (social-, economic- and cultural capital) can be used as some sort of measurement for

knowledge and/or understanding of your surroundings. Throsby refers to how in economics one use the three capitals, *physical*, *human* and *natural*. According to Throsby cultural capital should be added as a fourth because of how cultural capital, compared to the other three, captures another level of value. Cultural phenomenons can be sorted into the other three capital assets (mentioned above) by how, for example, they can be viewed economically and/or physically.

After discussing what and how culture and/or cultural activities can be valued one can also discuss how these values can be used. Gustafsson (2011) presents in his thesis the 'Trading Zone' and explains how there are different tradings such as, for example, the one between Historic environment and the labour market sectors (p.100-101). One sector search for job opportunities and the other for skilled workers. In that example there are different values, the workers needed jobs and the historic environment needed workers.

Gustafsson (2010) explains how the 'trading zone' comes from anthropological studies on the trading of goods between different cultures that does not speak the same language (p.2). The meeting of different actors (or cultures) creates a need for a way to meet and communicate to be able to make an exchange. Within conservation the trading zone is where traditions, methods and the language of stakeholders meet, are being comprehended and combined (p.2) which leads to exchange and creation of ways of communication over the boarders amongst disciplines of different kinds which creates resources in different ways (job opportunities, conservation, tourism etc).

When discussing value it can be of interest to analyse what values one is discussing and for whom and when discussing cultural heritage one might directly associate it with humans, because it is we who make (and are) culture in that case.

Definitions of natural and cultural heritage

A definition of both cultural and natural heritage can be found in the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (UNESCO 1972) that separates heritage into cultural and natural heritage and each of them are then divided into three categories. All six of the 'categories' have one expression in common, the description of cultural and natural heritage as something with "outstanding universal value" (p. 2). This can be related to Throsby's (1995) description of culture, either "a set of activities" (p.202) in other words, something that can be done or "a set of attitudes, practices and beliefs" (p.202) meaning experience and/or expression.

On UNESCOs website UNESCO describe World Heritage as something of great importance but also as "irreplaceable sources of life and inspiration" (UNESCO 2021) and how it "belong to all the

peoples of the world” (UNESCO 2021) also referring to the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (1972) for definition.

The *European Landscape Convention* (Council of Europe 2000) mentions cultural and natural heritage but there are no clear definition of what cultural and natural heritage are other than how cultural heritage relates to the well-being of humans and the unification of the ”European identity” (European Landscape Convention 2000 p.1). This relates to Mark P. Hampton’s (2005) description of heritage in relation to tourism, it is a way for countries to form and express their national identity, how they want to be perceived.

On YouTube *Natur- och Kulturarv VGR* (Nature and cultural heritage VGR) has a video called ”*Välkommen till Västarvet*” (eng. Welcome to Västarvet) and it is the first video you see when entering the Youtube channel *Natur- och Kulturarv i VGR*. In the video cultural and natural heritage are described

”Nature and Cultural heritage are a common asset for all people. Often it is about what has shaped us humans throughout the times and in turn, what shapes us today. Landscapes, places and environments, buildings, traditions and objects, old and new, side by side. Nature and cultural heritage tells the story about ourselves, our identity both in present and in the past tense”. ((2017) translated from Swedish 2021).

Definitions and/or usages of sustainability/sustainable development

Just as with natural and cultural heritage sustainability can be understood as a rather wide when it comes to how one understand and define it and just like previously with natural and cultural heritage, different types of definitions and usages, that will be used for this thesis, will be presented below.

First definition comes from the *Report of the World Commission on Environment and Development: Our Common Future* (1987) or the Brundtland report as it is also known as. The report does not directly define sustainability but sustainable development is described

”[sustainable development] is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (p. 41 1987).

When discussing sustainability and working towards a more sustainable future it is difficult not to mention *Transforming our world: the 2030 Agenda for Sustainable Development* (2015) or as it

further on will be called in this thesis, *The 2030 Agenda*. It is, as the title says, an agenda for sustainability, "a plan of action for People, Planet and Prosperity" (p.5 2015). Noticeable though is that even if the word sustainable is mentioned 190 times and sustainability 6 times, there are no definition of what precisely sustainability means in this context. The only 'definition' of what sustainable means in the *Agenda 2030* is under the sub-headline *Planet*,

"We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change so that it can support the needs of the present and future generations". (2015 p. 5).

The sustainability concept is, as mentioned, rather wide and therefore it might make sense to do as the University of Alberta suggests, "adapt to the local context" (n.d. p.2). The University of Alberta also refers to *Our common future* and uses the quote above which shows for the impact of *Our common future*. The University of Alberta also lifts how the sustainability approach is holistic in a way that it reaches over ecological, social and economic dimensions and all these 'fields' must go together in a balanced way to reach sustainability.

The three P's mentioned above (People, Planet and Prosperity) are what Seghezzeo (2009) refers to in the beginning of his article when introducing sustainability. Seghezzeo, as the others above, refers to *Our common future* when presenting 'what is sustainable' and points to how sustainability can, in some ways, be equated with sustainable development but there are also difference between the two concepts (2009 p.540). After presenting what can be seen as limitations and weaknesses with the definition of sustainability and the anthropocentric focus in *Our common future* Seghezzeo presents the 'new' three P's, Place, Permanence and Persons (2009 p.540) and these are part of what Seghezzeo calls "the five dimensions of sustainability" (p.547). Seghezzeo points out, when presenting "the five dimensions of sustainability", that within the sustainability discussion one should also include "territorial, temporal and personal aspects of development" (p.547) to open up the discussion and in that way expand what sustainable development can be.

LAB190, Material and Method

The timeline of LAB190, discussion of material gathering and chosen method are being presented below. The method is presented in terms of *during* and *after* the internship at *Förvaltningen för Kulturutveckling*. This is due to the slight change of focus during these two different times. During the internship the focus was to work within and for one part of LAB190 and

after the internship the focus shifted more towards the wholesomeness of LAB190, how is it organised, who does what , etc.

Worth mentioning is that Covid-19 made some fieldwork impracticable (due to restrictions) and therefore there are not a lot of field notes. Most of the notes written in relation to 'fieldwork' have been during meetings that has been held online. But during these meetings I have tried to use different types of techniques for taking notes but mostly I used what H. Russel Bernard (2011) call *Jottings* small notes, taken during the to help you remember for later.

Ethical Considerations

Since this thesis is based on material collected through interviews and observation it is worth to mention the ethical considerations that has been made. Before the research fully began H. Russel Bernard's (2011) book was used for preparation. Chapter 3 *Preparing for research* guides the reader through the some preparations one can do before starting the gathering of the material. Bernard has five questions one should ask oneself when choosing research questions, topic and method:

1. Does this topic (or research site, or data collection method) really interest me?
2. Is this a problem that is amenable to scientific inquiry?
3. Are adequate resources available to investigate this topic? To study this population at this particular research site? To use this particular data collection method?
4. Will my research question, or the methods I want to use, lead to unresolvable ethical problems?
5. Is the topic of theoretical and/or practical interest?

(Bernard, 2011 p. 91).

There is a personal interest for the topic chosen for this thesis and being able to combine internship with research was a great experience and it gave a lot of understanding for the topic. The choice to analyse the collaboration platform LAB190 came through the somewhat newfound interest of understanding if and how cultural heritage, sustainability and regional development can work together. When discussing the idea to use LAB190 as foundation for the thesis with both the founders of LAB190 and assigned supervisor the idea was met with enthusiasm and soon after that research questions was developed together with the founders and the supervisor. Since the internship was done at *Förvaltningen för Kulturutveckling*, where work involving LAB190 was done connecting with platform was not as difficult. The internship made it possible to meet people involved in LAB190 which made interviewing a 'natural' choice when it came to choosing how to gather material. Participation on meeting was something that was done during the internship and this resulted in more of a relaxed feeling at the meetings even after the internship was finished and

the participation was mainly for material gathering for the thesis. Regularly the thesis was brought up during the meetings which also kept the participants aware of my presence and the reason for it.

Most of the written material that is used are gathered from the website of LAB190, public material. Material not publicly published do also occur and since it is the collaboration platform and not the people involved that is of interest for this thesis, names have been actively chosen to be left out. This also includes the interviews, it is the thoughts and ideas regarding LAB190 that is of interest, not who said what. The names that are named are in relation to the internship.

There is no suspicion in regard to that either the thesis nor the collection of material may, in any way be harmful / unethical to either LAB190 or people involved in the collaboration platform.

Timeline of LAB190

Reports and other documentations of LAB190 dates back to 2013, when the idea of LAB190 was first introduced and in the year-by-year list below they are presented briefly for an understanding of LAB190's timeline (see fig.4) and structure. All of the can be found at the information page for LAB190 (vregion 2021).

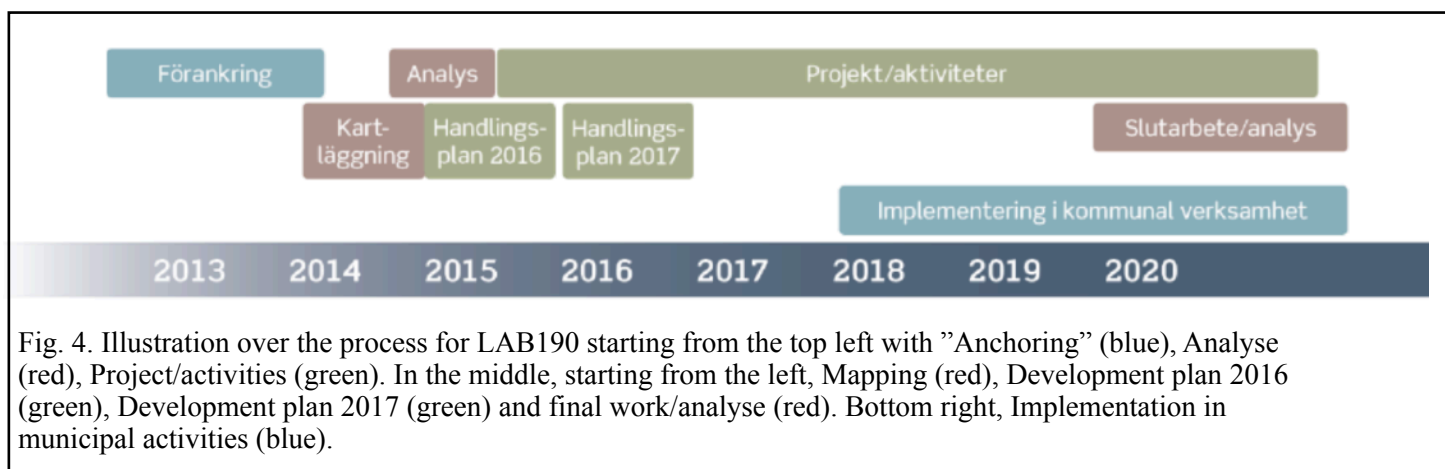


Fig. 4. Illustration over the process for LAB190 starting from the top left with "Anchoring" (blue), Analyse (red), Project/activities (green). In the middle, starting from the left, Mapping (red), Development plan 2016 (green), Development plan 2017 (green) and final work/analyse (red). Bottom right, Implementation in municipal activities (blue).

2013

Report, *LAB190-a pilot study* (Västarvet 2013) from the Pilot Study done in the area around road 190. The goal with the study was to see if there was an interest to collaborate within that area and if so, start reaching out to the municipalities, the County Administrative Board and others that could be of interest. To start of the discussion regarding a collaboration between the municipalities and what can be done in the landscape around road 190 a bus tour was held to which politicians and other officials and representatives were invited. After the bus tour of the area a follow-up meeting was held to continue the conversation.

The idea of LAB190 is based in a agreement from 2012 between *VRG, Riksantikvarieämbetet* and *Länsstyrelsen i Västra Götaland* focusing on the development and further use of the human habitat by integrate nature and culture within a landscape-project, like the LAB190 collaboration, where supplying food through farming, tourism and infrastructure fit in (Västarvet 2013). The landscape around road 190 is described as "still being an agricultural landscape" (p.5) and being located between the 'communication- and exploitation areas along "Europa-road" 45 and 20. (Europa-road(s) refers to a cluster of roads that connects/run through Europe. It is a public road and E45 runs from Alta, Norway to Gela, Sicily and E20 runs from Shannon Airport, Ireland to Saint-Petersburg, Russia).

The rural landscape has over the last 100 years been formed by the industrial society and large parts of the habitations/settlements has been built in relation to the now closed-down railroad and this makes the area car dependent today (Västarvet 2013). Västarvet (2013) asked how one can both plan for but also use an area like that and together with municipalities and *Länsstyrelsen* they want to run a long-term project, from 2014 to 2020 with the intentions from the Landscape Convention (2000). This project will collect initiatives from the municipalities, the residents and the association life in the area and connect them (Västarvet 2013).

After the bus tour mentioned above three focus areas could be determined, Food, Tourism and Infrastructure. The landscape was perceived as having great potential regarding facing future challenges (Västarvet 2013 p.6).

2014

Mapping of area, done in 2014 by Västarvet (2015) was done with the aim to get a foundation for an inter-municipal development plan for development in the area. The mapping of the area did not cover everything but it gave an idea of what type of landscape there is around the road 190 which in the future can/will be the foundation for development-plans of that area. The mapping was done through dialog-meetings, surveys for farmers, a compilation of the municipal physical planning, a description of the three focus-points (Food, Tourism and Infrastructure) today and mapping of natural and cultural landscapes in the area using GIS (Västarvet, 2015).

The mapping of the area is presented using three focus areas, the landscape, nature- and cultural environments and a description of resources in the landscape. After presenting and discussing each focus-area an overall-analyse of the LAB190 landscape is done using questions such as "can the area be understood as a coherent landscape?" and "What possibilities are there to cooperate within

the three themes; Food, Tourism and Infrastructure, that the pilot-study determined” (LAB190 2015 p.6-7).

The result of the mapping of the area was the creation of a collaboration platform for the area with the goal long-term development of the area and collaboration between the municipalities. The first step is to enable a wide connection within the municipalities. Residents in the area with an interest and/or knowledge is seen as important factors for gaining any type of narrative in the area (Västarvet 2015 p.12).

Västarvet sent in an application to *Länsstyrelsens Kulturmiljöenhet* for Kr 250 000 for knowledge base (Västarvet 2015 p.12).

2015

A presentation for LAB190 (LAB190 A 2016) that starts with introducing the cooperators in the platform; The municipalities of Gothenburg, Lerum, Alingsås and Essunga but it also includes the Gothenburg region’s municipal association, Business region Göteborg, County Administrative Board of Västra Götaland and Region Västra Götaland. The area of focus (for LAB190) is marked on a map (see fig. 5). The Inter-municipal development



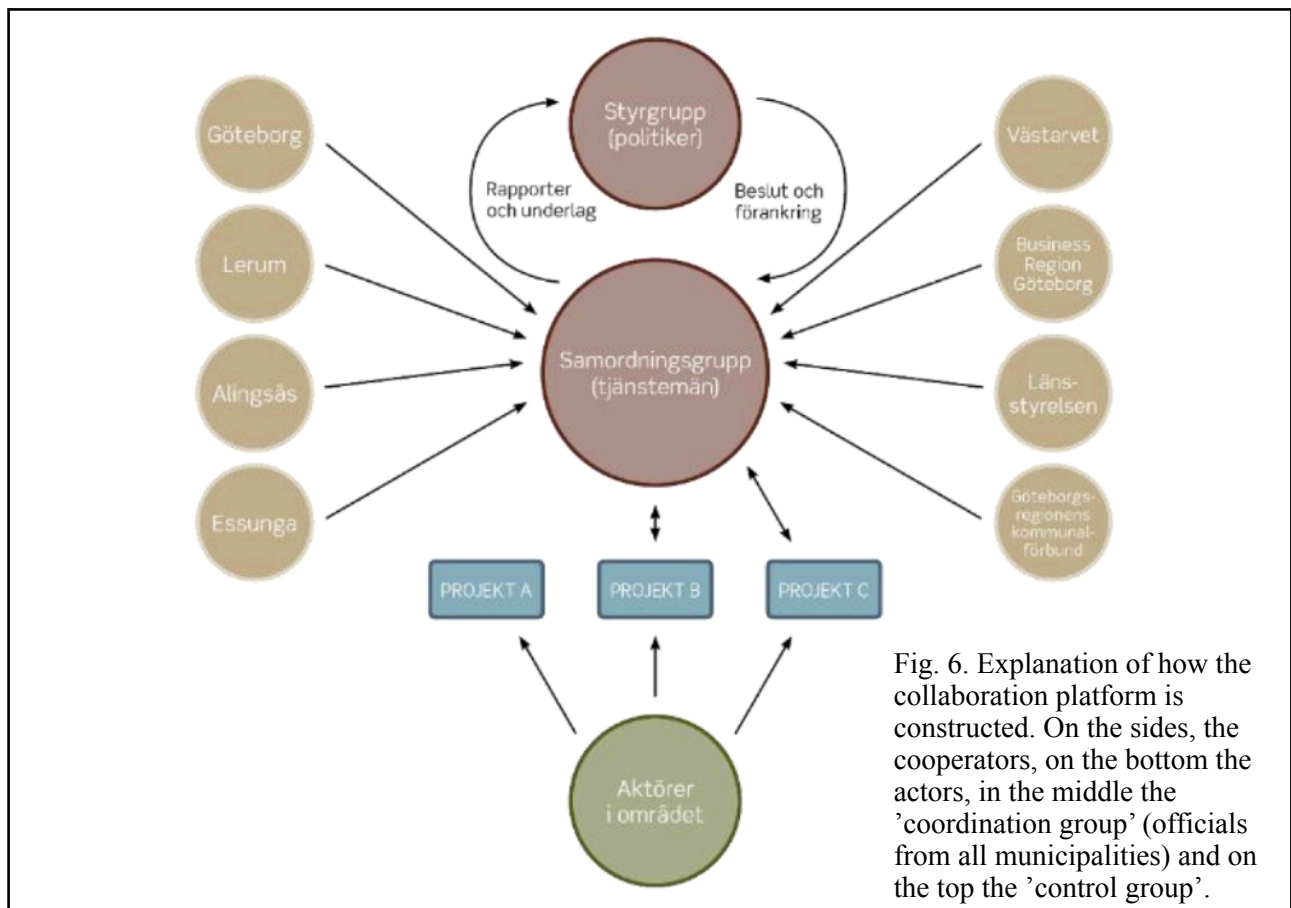
Fig. 5. The area of LAB190 marked on a map. Gothenburg is down to the left.

plan also lifts how the European Landscape convention (Council of Europe 2000) will be a starting point for LAB190 by inspiring to working with protection, administration and planning of the landscape according to the intentions in the convention (LAB190 2016 A). The structure of the

collaboration platform, with 'coordination group', 'control group', actors and projects are also explained using a illustration (See Fig.6).

The financing of LAB190 is also explained, it will be done by through work efforts done by the 'coordination group' and 'control group'. The projects within LAB190 will be financed through funding-applications for each project.

Inter-municipal development plan, LAB190 for 2016 (LAB190 B) also introduces the collaboration platform LAB190, the common goal, the approach, responsibility and roles within the



collaboration and finally, an action plan for 2016. The main goals for 2016 are; Clarify the values of the area regarding landscape, cultural environments, ecosystems and biological diversity, Strengthen social sustainability and increase participation in planning, Increase employment and entrepreneurship, Develop sustainable transports and communications within the area and Close collaboration with research and exchange with the outside world. Within these goals there are more specific targets together with a description of who has the main responsibility, collaboration partners and when to start.

2016

Inter-municipal development plan, LAB190 for 2017 begins, as the others with an introduction to LAB190 with the goal, history, etc. A mention of the "Second Festa Via 190" (Lab190 dev.plan 2018 p.3). The main goals are; To coordinate goals, resources and efforts from the public actors, To strengthen the local participation in the development of the area, Support the development of Green Industries, Develop the sustainable hospitality industry in the area, Strengthen ecosystem services, Develop sustainable transports and communications and Develop cooperation with universities and colleges and with each goal there are more specific targets.

2017

Inter-municipal development plan, LAB190 for 2018 starts off the same way as previous, introduction to LAB190, the common goal, the approach (etc).

The main goals for 2017 are; To coordinate goals, resources and efforts from the public actors, To strengthen the local participation in the development of the area, Support the development of Green Industries, Develop the sustainable hospitality industry in the area, Strengthen ecosystem services, Develop sustainable transports and communications, Develop cooperation with universities and colleges and Develop European cooperation. Like the previous development plan, within every goal there are more specific targets and a description for responsibility, collaboration partners and when to start.

2018

Inter-municipal development plan, LAB190 for 2019 is the same as above, introduction, common goals, etc. But one noticeable change is the name of focus groups, Food, Tourism and Infrastructure working teams are now called Green Industries (Gröna näringar), Hospitality Industry (besöksnäring) and Infrastructure (Infrastruktur). Even though a slight change of names, the duties within these groups are the same.

The goals for 2019 are; To coordinate goals, resources and efforts from the public actors, To strengthen the local participation in the development of the area, To support the development of green industries, To develop the area's sustainable hospitality industry, To strengthen the work with ecosystem services and Nature-based solutions and Develop sustainable transports and communications. These goals are also followed-up with more specific targets, responsibilities and time to start.

2019

Inter-municipal development plan, LAB190 for 2020, same structure as the development plans above. The goals are; To strengthen collaboration across municipalities and sector boundaries, To support the development of sustainable green industries, To develop the area's sustainable hospitality industry and To develop sustainable infrastructures. All with more detailed targets and descriptions.

Notice: Due to Covid-19 all activities for 2020 was cancelled according to a statement from Förvaltningen för Kulturutveckling's website (2021).

2020

Inter-municipal development plan, LAB190 for 2021, same structure as previous development plans. The main goals are: To strengthen collaboration across municipalities and sector boundaries, To support the development of sustainable green industries, To develop the area's sustainable hospitality industry and To develop sustainable infrastructures.

During Internship

A lot of material gathering was done during the internship at *Förvaltningen för Kulturutveckling*. The internship consisted participating in meetings and work on assigned tasks. Due to the Covid-19 pandemic most physical meetings was not possible to implement, instead the meetings were held online and interviews by phone.

At the internship at *Förvaltningen för Kulturutveckling* the assignment was to reach out to landowners to grounds around road 190 using a catalog with pictures of land/grounds (often property, in form of houses or similar, related/located on the grounds) together with a short description and/or a hint of where the picture is taken. The catalog was a result of fieldwork done by Anders Nilsson, Developer and Martin Berg, Planning manager at the Real Estate Office, Gothenburg, both working within LAB190.

First step of the assignment was to locate the areas in the catalog and then reach out to the owner of the grounds/properties to see if there was an interest regarding leasing the property to someone (through LAB190) that interested in starting up small-scale farming (or something similar) and therefore wishes to rent some grounds/property.

The properties/grounds in the catalog were chosen due to them seeming unused. The idea was to match people that wanted to rent and people that had land they did not use, willing to lease out the unused grounds.

To locate the grounds/property from the catalog and find the owners different types of online search tools was used. Lantmäteriet's website (and the service *Vem Äger Fastigheten* - Who Owns the Property) was used to find out who owned what grounds and then search sites eniro.se and hitta.se was used to locate and eventually contact the owners. The work was done from home (due to the pandemic).

Reaching out to the land/property-owners from the catalog, that was located through the process described above, was more difficult than expected. When calling them, only a few did answer and by those who answered the interest to leasing out their property/grounds was rather low. A possible reason to why the landowners did not answer could be that they were not being able to answer private calls during work hours (from around 8 AM to 5 PM). Another reason could be that they might thought that it was an telemarketer trying to reach them. Therefore there was an attempt to reach out to these landowners by sending them a letter informing them about LAB190 and that they will be contacted through phone. The attempt was not a great success.

The few landowners that did answer got to answer some questions regarding their grounds/properties but also what they might think about collaboration platforms such as LAB190. Guidelines from chapter 8 in Bernard's book - *Interviewing I: Unstructured and Semistructured* (2011) was used when planning the interviews. Bernard points out how semistructured types of interviews are the best when you only will meet/talk to the one you interview once and therefore that form of interviewing seemed the most suitable.

The questions focusing on the ground/properties where in for of; what type of grounds/property is it? The condition? Etc, to see what types of properties there where. Questioning regarding the interest regarding projects/collaborations like LAB190 where; Are they willing to rent out and thereby be part of LAB190? Yes/no, why? etc. The questions was developed though conversations with my supervisors on *Förvaltningen för Kulturutveckling*.

As mentioned, most of the work was done from home and this also meant that a lot of the planned activities for LAB190 was cancelled/postponed. One activity that was accomplished was a two-day conference in Gothenburg called *SATURN Conference* (eventbrite 2020). It was held September 22-23 and the first day was a planned field trip, "the farming ecosystem of Gothenburg"

where the participants got to go by bus to four different pilot cases in regard to increasing local food production and enhancement of the relationship between the urban and rural. These four cases were

”The testbeds, the Model Farm, the Farming Incubator and the mapping of under-utilised and abandoned farmland alongside Road190 together forming an “ecosystem” for lowering thresholds for new farming entrepreneurs, the most important part of a local food system” (SATURN - eventbrite).

At the event I planned to do both observation and participant-observation and in both ways follow the Bernard’s (2011) instructions for observation and taking notes. Unfortunately I could only be at the event the first day, due to Covid-19, (got symptoms) but I got the opportunity to join the event online instead. This meant that I could not go through with the fieldwork as planned, since joining a conference through a screen is not the same, but I could still take notes and follow the conversations.

After internship

After the internship at *Förvaltningen för Kulturutveckling* the participation on meetings continued in order to follow the progress of LAB190. The meetings proceed to be held online due to the pandemic.

In order to collect data, LAB190 participants was contacted through mail. The plan was to interview 8-15 people for 30 - 45 minutes. All interviews where planned to be recorded and later transcribed. The form of interview followed chapter 8 in Bernard’s book - *Interviewing I: Unstructured and Semistructured* (2011).

The questions for the interviews were discussed before with my thesis-supervisor, Christer Gustafsson and the developers of LAB190, Anders Nilsson and Björn Ohlén. When choosing who to interview Anders and Björn where asked for guidance.

Further material was documents found on the *Förvaltningen för Kulturutveckling*’s and webpages such as developing plans, presentations, reports, communication plans ,etc. This to get an understanding for what has been done but also for future plans.

Results

The results of the gathering of material will here be presented but to make it easier to grasp the result is divided into sub-headings; Interviews and Documents/Inter-municipal development plans. For the focus of this thesis three goals from each year, each in line with one corner of Seghezze’s

(2009) triangle of sustainability (see p. 10) will be picked out for presentation and further down, discussion.

I asked all the interviewed in the beginning of each interview if it was all right by them that I recorded the interview but since I did not ask about either or not they wanted to be anonymous I have chosen, if necessary, to use fictive names. Also, the interviewed are all people involved with LAB190 but they are not part of the group of land/property owners I interviewed during my internship. The land/property owners were interviewed during my internship for LAB190, not this thesis and even though those interviews gave an idea of how the work of LAB190 is done, the results of those interviews are not in focus for this thesis. What one can take from those interviews is how hard it can be to reach out to people not aware of LAB190 and projects within it.

Interviews

In total there were seven interviews and each interview ended up being around 30 minutes. Almost all of the interviewed had different roles within the collaboration project LAB190 (there were two persons who were the ones founding LAB190 and their roles are basically the same in that case but they are also part of different focus groups). The interviewed had also been involved with LAB190 different length, some since the start and some scantily a year. All the interviews were held online and was planned through e-mail. All the interviews were also recorded, transcribed and printed. After printing each interview the text was marked using highlighters with different colours to mark out important parts in the interviews. The pre-prepared questions were used for each interview but since a semistructured style of interviewing were chosen there were also some unscripted not pre-decided questions that were asked during the interviews which gave some variation.

Each interview started with a short introduction of the interviewed, what role that they have, what the role means and for how long they have been involved in the collaboration project LAB190. The roles varied, as mentioned two of the interviewed was the founders of the project, and the others were representatives from either municipalities or companies/corporations involved in the LAB190 collaboration. All the interviewed was also asked to describe what they thought their role meant within LAB190 and everyone mentioned collaboration, working together over the municipal borders and/or a way to reach out which goes in line with the idea that LAB190 is supposed to be a platform for collaboration. This also relates to the second question, how did the interviewed get in contact with LAB190? Some had been involved with LAB190 since the start (not only the main

'inventors') and some had come in contact with it through other colleagues or projects within the same field.

To get an even further understanding for LAB190 I also asked about the first impression of LAB190. Overall the interviewed pointed towards an positive first impression, one of the 'founders'/developers said that their presentation of the idea of creating a collaboration platform in that area was met with "great enthusiasm in the beginning, to be part of it" ('Steve' 2021, p.2). Others described their first impression of LAB190 as "exciting", "positive" and/or "interesting" but there was also different expressions regarding how they saw difficulties, one expressed how

"it was more difficult than I wanted to believe from the start, to work over the borders. That the municipalities are on different of interest when it comes to these questions. We have a very active interest and focus of it but it is different for the various municipalities and it is unclear where this question belong," ('Natasha' 2021, p.1)

Another one stated how the first impression that LAB190 is "an ambitious but also complex form to work within".

The third interview question focused on the purpose and if the interviewed thought that it is easy to understand the purpose of LAB190. The overall answer to that question was that as a member of LAB190 it is easy to understand the purpose of the study but as an outsider/not a part of LAB190 it is difficult to grasp the purpose. Difficulties with working over the municipality borders was also brought up as a problem and something that needed to be worked with due to how it made it difficult for people not involved in LAB190 to understand it,

"...partly it is processes that is located in the borderland between municipality and region like, we have no clear, sharp geographical borders which you often have when working in the municipal operations [...] we have tried to connect this and work in the borderland between the municipalities and that probably makes it a bit abstract and a bit fuzzy" ('Jessica' 2021, p.2)

When asked what can be done to make the purpose more understandable and easy for those who do not comprehend it the answered varied. Some suggested more practical work, others suggested that they could try to communicate the purpose more and changing the name of the collaboration platform can be an idea because the name does not sell the purpose of the platform ('Jessica', 2021, p.2).

After discussing difficulties with understanding the purpose of LAB190, and what one could do to make it more clear, the goal of LAB190, creating a model area for sustainable development, became the focus of the interview. The interviewed was asked what they thought a "model area for sustainable development" meant. One said that they thought the meaning might have changed since the start, in the beginning the goal was focused more on "environment and the green" ('Jessica' 2021, p.2) but then the direction changed to focus more on development and survival of the area. A long-term development within the rural area that can contribute to development of the surrounding cities and suburbs (Interview 'Jessica' 2021, p.2). Another one of the interviewed answered that it is about connecting to sustainability but also

"reduce the boarder between city and countryside [...] approaching the city from the countryside and vice versa, that resources and should be used in the city but also easily reach out to the countryside, not separating them" ('Carol' 2021, p.2)

Some of the other interviewed spoke more practically about what being a "model area for sustainable development" means. One of the interviewed said that it means trying things to see what works and what does not and how it is not about always knowing exactly what one is doing but to test new collaboration forms or new ways of working, a model area that can be seen as a testing area which should be understood as a place for testing and not always knowing ('Tony' 2021, p.3). Or, as another interviewed said, creating a model area for sustainable development is to "be a role model, to precede, to show the way" ('Steve' 2021 p. 2) even though that might lead to some misses. Another one of the interviewed explained it as partly as "collaboration as a model" ('Natasha' 2021, p.3) but also to let different parts in that model to grow, making an area attractive, somewhere one wants to be instead of some space that no one want to see or talk about ('Natasha' 2021, s.3).

When discussing the meaning of a "model area for sustainable development" the question the interviewed got was what they think is sustainable development and if their idea of what it is match LAB190's goal to become a "model area for sustainable development". When asked to describe what sustainable development is to them all of the interviewed mentioned or referred to, either direct or indirect, the three pillars of sustainability, social, economic and environmental. One of the interviewed mentioned the Sustainable Development Goals (Agenda 2030) when discussing their personal idea of what sustainable development is but when asked how their idea of sustainable development relates to the goal, becoming a "model area for sustainable development", two mentioned Agenda 2030 (or the Sustainable Development Goals). Two said that they thought that it

sort of works but it would have been better if LAB190 narrowed down or make the goals more clear and one gave an example of how it can be done

” to kind of reduce car use in the area, or reduce car dependence in the area, we took it to the management team and so, ’car use but we must have it’ like and then [...] the target image became ’climate-smart everyday-travellers’ instead” (’Tony’ 2021, p3)

One of the interviewed lifted how there, according to this person, is a ”lack of those things that relates to the ecological perspectives” (’Steve’ 2021, p.3) but implies that there are attempts to change this through different projects.

In relation to the discussion regarding the meaning of the goal of LAB190 the interviewed were also asked if they believe that the goal can be reached. Two answered sort of yes, one pointed out that reaching that goal is possible but nothing one does in one day and the road there is quite far (’Steve’ 2021 p. 3). The other one who said that it is possible also pointed towards the complexity of LAB190, a lot of different factors must match together but also that one maybe should not focus on the goal to become a model area but instead focus on LAB190 as a collaboration platform and how that can be used as a model instead.

The remaining five were a bit more sceptical to either if the goal can be reached or if there even is a certain goal. One expressed it

”no because... when is a collection of gravel grains a pile of sand? It is very hard to define when it is, so maybe more quantitative goals [...] I do not think it is either, or that you should, that it is important to reach or that there is an end station but it is always a progression” (’James’ 2021, p. 4)

And to see the goal of LAB190 not as just that, a goal but instead more as a direction, as mentioned above, there were several who expressed thoughts and ideas that related to that way of seeing it. Another one of the interviewed expressed a similar thought as the quote above, maybe it is not about reaching a certain goal but to see it as a process where the ”goal” is constantly moved forward.

The next area of focus in the interview was the 2030 Agenda, where the interviewed familiar with it and if and how they think one can relate it to the work within LAB190. All of the interviewed where familiar with the 2030 Agenda and the goals (and as mentioned above, some even brought up the 2030 Agenda before being asked about it). Every interviewed also mentioned how the 2030 Agenda can be a bit ’difficult’ or ’unclear’ in relation to if and how one can connect it

to LAB190. Some said that the reason to why it can be a bit difficult or unclear is due to the uncertainty regarding how one should work with the goals and targets. One pointed out

”Like, we are developing a cycle-package. Is it the cycle-package or the individual destination, on the cycle path, that we should connect or is it that we work with urban tourism in general, that we should connect to these...”

(’Tony’ 2021, p. 5).

After discussing the relation between LAB190 and the 2030 Agenda the focus of interview changed to cultural heritage. The interviewed were asked if they believe that there are a cultural heritage perspective within LAB190. All of the interviewed said that they believe that there is a cultural heritage perspective within LAB190, even though some seemed a bit more hesitant to it than others. Some of the interviewed referred to the ’founders’ Anders and Björn when asked about the cultural heritage perspective and meant that it was thanks to them that cultural heritage is a part of LAB190, that they had it ”with them” from their role in the Administration for Cultural Development.

When asked how they would define cultural heritage the answers differed a bit, some were a bit hesitant to this question as well and some had a some-what direct answer. Everyone mentioned both tangible and intangible heritage and some examples that was brought up was ”identity”, ”houses/facades”, ”stories” and ”the landscape”. When asked how one can work with cultural heritage and if one is working ’enough’ with it within LAB190. Some referred to their own background, role and/or personal experience with other projects/jobs relating to that field when discussing the role of cultural heritage within LAB190. One of the interviewed pointed to how cultural heritage can be something inhibitory if the usage of it is pressed too hard and gave one example of how a preservation of a cultural heritage area became a hindrance when trying to be sustainable and at the same time protect the heritage. Another one of the interviewed expressed that one should be careful when talking about cultural heritage, if one even should do it to the account of how it can result in a loss of involvement from investors/participants who are not from the cultural heritage sector. The interviewed compared talking about cultural heritage with someone who is not from the cultural heritage sector as speaking different languages (’Tony’ 2021, p. 7), if one does not understand what is being said, one loses the interest and therefore it is important to find a way to communicate, specially when working with sectors. One of the interviewed referred to the ’Trading Zone’ when explaining the difficulties of working across different sectors.

When asked if cultural heritage has enough focus and a clear spot within LAB190 or if one should work more with it most of the interviewed said that the focus and clarity of the role of cultural heritage within LAB190 is not there. The reason to why, differed a bit, one person said it was due to how the focus of LAB190 is that the work within LAB190 has leaned more towards economical development in one way or another and that is a more 'heavy' area of focus. Some of the interviewed went in a similar direction, pointing towards how the 'reaching out' toward the actors (small business-owners, farmers, landowners, etc) in the area around road 190 has to be done more to both give the actors a chance to understand the purpose of LAB190 and to build up some sort of trust in LAB190. Through that a collaboration can become more efficient and clear.

The penultimate question was if the interviewed had some ideas regarding ways of working with LAB190 regarding how it is organised with working groups, projects, etc. Both of the 'founders' expressed a sort of difficulty answering this question due to them being the founders. One of them explained it by stating "if I knew what was best, I would have done it" ('Tony' 2021, p.8)

All of the interviewed had in some way a suggestion or a thought regarding a change in either the work with or within LAB190. One suggested that there should be some sort of continuous/regular change of 'chairperson(s)' or host(s) and the idea with that type leading ship would be that the responsibility regarding the coordination of LAB190 would be more evenly distributed among those working with LAB190 ('Steve' 2021, p.5). One thing that was brought up more than once and not mainly as a response to this question was the name, how it might not be beneficial for the collaboration platform due to being a bit insipid and/or non-descriptive. It does not help people, unfamiliar with the collaboration platform, to understand what LAB190 is or does ('Jessica' 2021, p.2).

Another thought that came up was that it might be beneficial to try to narrow down the area of focus/the perspective. Also, communicate more, both internally and externally and follow up more on the projects and the work within LAB190, look in to who does what and the process, etc.

The final question, would the interviewed recommend others to work with collaboration platforms such as LAB190? All of the interviewed said yes. Some lifted that it can be a bit tricky but in the end it is worth it, as one of the interviewed expressed "alone is not strong in these matters" ('Natasha' 2021 p.5).

Inter-municipal development plans and notes from 2016 to 2021

Going through the materials such as development plans, previous studies, etc. One can quickly see that the LAB190 collaboration platform with its goals stretches out quite broadly. The development plans has been presented under Material above but will once again be used here for presenting the timeline and process of LAB190. An illustration (fig.7) was made to give an overview of the goals from each year. The point with the timeline is, as mentioned, to get some sort of a timeline for the development of LAB190.

By looking at the goals for each year one can get an idea of how LAB190 has progressed. What goals has been continues throughout the years, what goals are new?

Under all the goals in the development plant there are targets/specified plans for the goal but due to limitations these targets/plans will not all be presented but to give some idea of how these targets can look two goals have been chosen from each year and targets/projects from these goals will be lifted. The chosen goals are those who are filled with the colour of the year (each year has its own colour to make the illustration easier to follow).

Goals for 2016	Goals for 2017	Goals for 2018	Goals for 2019
Clarify the values of the area regarding landscape, cultural environments, ecosystems and biological diversity	To coordinate goals, resources and public efforts from public actors	Strengthen ecosystem services	To develop the area's sustainable hospitality industry →
Strengthen social sustainability and increase participation in planning,	To support the development of sustainable green industries and sustainable hospitality industry	Develop the sustainable hospitality industry in the area	To straighten the local participation in the development of the area
Increase employment and entrepreneurship	To strengthen the local participation in the development of the area	Develop sustainable transports and communications	Develop sustainable transports and communications
Develop sustainable transports and communications within the area	To develop sustainable transport and communications	To strengthen the local participation in the development of the area	To support development of green industries
Close collaboration with research and exchange with the outside world	To make visible and strengthen the ecosystems in the area	Develop cooperations with universities and colleges	To strengthen the work with ecosystem services
	To develop collaborations with Universities and colleges	To coordinate goals, resources and efforts from the public actor	To coordinate goals, resources and efforts from the public actors
		Support development of Green Industries	
		Develop European cooperations	

Fig.7. Timeline with the goals from the Development plans. Continue on p.38.

Goals for 2020	Goals for 2021
To strengthen collaboration across municipalities and sector boundaries	To strengthen collaboration across municipalities and sector boundaries
To develop the area's sustainable hospitality industry	To develop the area's sustainable hospitality industry
To support the development of sustainable green industries	To support the development of sustainable green industries
To develop sustainable infrastructures	To develop sustainable infrastructures

Development plan for 2016

Has two goals *Increase employment and entrepreneurship* and *Develop sustainable transports and communications in the area* are the ones that will get the main focus. In the targets under the first goal a target is to focus on creating a festival in the area (LAB190 p.6). The festival is mentioned in the

notes (from the meetings) the first time in February. Then it is mentioned several times and is named "Festa via 190". The focus of the festival is to gather entrepreneurs and actors in the area, make them meet and develop a network.

For the second goal, focusing on sustainable transport, a 'think tank' for "innovative solutions for the public transport in the area and climate-smart local logistics" (LAB190 2015 p.6) was presented as an option.

Other projects/applications/other forms of 'reaching out' mentioned in the 2016 meeting-notes where, the application for Heritraction - Horizon 2020 (got rejected) and Project multifunctional forestry - Climate KIC (got accepted) (LAB190 2016 p.2 Maj24).

Development plan for 2017

The two goals in focus are *Develop sustainable transports and communications in the area* and *To strengthen the local participation in the development of area*. For the first goal, sustainable transportations/communications, the target was the same as in the 2016 development plan a 'think tank'. The second goal, focusing on local participation had a target that lifted the festival "Festa via 190". In notes from a meeting with the Control group October 17, 2017 'current project' was presented and 'Festa Via 190' was just finished and depending on what founding they could get, it would be planned to be done again in 2018.

Other projects in movement where the Horizon 2020 HERITRACTION project that LAB190 applied to be part of, again, the Climate KIC application (LAB190 was part of a project focusing on a business plan for Agroforestry, forestry and processing within LAB190) (LAB190 2017 p.1-2).

Development plan for 2018

The chosen goals are *Develop sustainable transports and communications in the area* and *To strengthen the local participation in the development of area*. There are two targets for first goal, sustainable transports. The first focuses on establishing LAB190 in the already existing regional structures by creating a 'work group' that collaborates with people from VGR's department for Infrastructure and public transport (LAB190 2017 p.9). The second target is investing in cycling and cycle roads along road 190.

The second goal, local participation and development of the area, has three targets and no mention of 'Festa via 190'. In the notes from meetings during 2018 'Festa via 190' is described as "a good umbrella for marketing of the area" and not something to 'let-go' (LAB190 2018 July 4 p.2). During the same meeting it is suggested that LAB190 should not be the name to use when it comes to marketing, instead one should use via 190. The question is said to be brought up during the next meeting but there is nothing more about it in the following notes. There was also an mention of a need for more clear names for assignments and 'work groups' within LAB190 (Oct 12 p.3). The 'common goal' is brought up during a meeting, it is suggested that there should be a "desired position" or "distant date" (LAB190 April 9 p.2).

Some projects and collaborations mentioned/planned in the notes from 2018 are Project Climate KIC - multifunctional land use (LAB190 9 April 2018 p.1) and the SATURN project, both not fully accepted yet.

Development plan for 2019

The goals chosen from the plan are *Develop sustainable transports and communications in the area* and *To strengthen the local participation in the development of area*. For the first goal there are the same targets as in the 2018 development plan, establish LAB190 in already existing structures and a cycling road led to road 190. A third target is also added, *Develop an overall current situation picture of the area's transport system* and is planned to be the foundation of future scenarios and investments (LAB190 [dev.pl](#). 2019 p.9).

The second goal, focusing on local participation, has three targets, one is the same as in the 2018-development plan, focusing on involving "public, private and non-profit actors" in the

development of area (LAB190 2018 plan p.5). The other two focuses on development of the involvement in local development groups and anchoring the goal for the development of the area.

Group	Task	Meeting frequency	Participants
Political steering/control group	Take decisions regarding the development plan	2 times/year	
Coordination group	Coordinate the working groups and overall issues for LAB190. Develop a joint annual action plan.	6 times/year	Everyone from all the work groups
Work group, Hospitality industry	Plan, coordinate and implement the efforts they are responsible for in the development plan.	6-10 times/year	-
Work group, Green industries	Plan, coordinate and implement the efforts they are responsible for in the development plan.	6-10 times/year	-
Work group, Infrastructure	Plan, coordinate and implement the efforts they are responsible for in the development plan.	6-10 times/year	-

Fig. 8. Illustration over the LAB190 organisation, translated from the notes (LAB190 Oct 2019 p.1). Names of the persons in the work groups are not included in this illustration.

In the notes from 2019 one could find a plan for how the participants in LAB190 is and should work 2020 (fig 8).

Granted project applications in the notes are, the *SATURN* project, *Landskapsobservatorium* (Landscape observatory) in Västra Götaland and *Climate KIC - a business model for bluegreen solutions to prevent flooding and drought* (LAB190 notes jan p.1).

Development plan for 2020

In the development plan for 2020 the goals chosen are, *To strengthen collaboration across municipalities and sector boundaries* and *To develop the area's sustainable hospitality industry*. In the first goal, strengthen the collaboration, the targets look similar to those in the goal focusing on local participation in the 2019-development plan, strengthen the cooperation with local development groups, a field trip for the coordination group (for 'skill development'), update the webpage, etc. For the second goal, focusing on the hospitality industry, the targets focuses on tourism and one target is cycle tourism. Throughout the development plan there are no mentions of the cycle road that has been mentioned in earlier development plans, instead there is cycle tourism.

In the notes from 2020-meetings one can read that the Sustainable Development Goals (SDG's) are planned to be implemented in the development plan by matching them to the goals/targets and each 'work group' are responsible to do so (LAB190 Jan 2020 p.1) . It is also mentioned how the 'Steering/control group' wants "measurable goals for each initiative in the plan" (LAB190 March 2020 p.2).

Some mentioned projects/applications in the notes from meetings are, the cycle-tourism project, an application for the project, focusing on making a cycle road, a map, events etc. is sent to Leader Göteborgs Insjörrike (rejected, notes Nov 5 2020), the SATURN project (ongoing and continuous meetings) and a Destination-page (online) for LAB190.

Meetings during 2020 was held online and a lot of the planned activities were postponed both due to Covid-19 outbreak.

Development plan for 2021

Chosen goals from de 2021 development plan are (same as the 2020 development plan), *To strengthen collaboration across municipalities and sector boundaries* and *To develop the area's sustainable hospitality industry*. For the first goal, collaborations, the targets focuses inter alia on, collaboration with local groups, field trip for the coordination group, work with the academic field, working with the SDG's, etc. In the notes it is mentioned how the initiatives for the targets are still not "measurable" (LAB190 Jan 14 2021 p.1). Meetings, workshops and other planned activities are still being continuously postponed due to Covid-19 (and the meetings are still held online).

For the second goal, hospitality industry, cycling tourism is mentioned once again. In the notes it is brought up how the cycle-road Sverigeleden went through the area but was removed due to safety reasons but a cycle-road through the area is important (LAB190 Jan 14 2021 p.2). In the notes from meetings there are no new information regarding the development of the cycle-road/cycle tourism.

The notes from the meeting held May 17, 2021, will be the last notes used in this thesis even though LAB190 will continue.

Discussion

For the final part of this thesis, the discussion. After finalising and presenting the result of the fieldwork and material gathering it is time to see if and how the results can answer the research questions,

- In what way(s) can the collaboration project LAB190 fit into the triangle of sustainability? What fits and what does not?
- What possible difficulties, for example organisational, outer understanding (etc) might be found within LAB190 and in what ways are they being handled (if they are being handled)?
- In what ways does cultural heritage play a role for sustainable development within the collaboration project LAB190?

LAB190 in the triangle of sustainability

To start of the discussion, why it is of interest to see what within LAB190 that can fit within Seghezze's triangle of sustainability? Well, it is a way to get an understanding for how LAB190 can be understood through one type of sustainability approach. Seghezze lifts the 'five dimensions of sustainability' after criticising the WCED report and their triangle of sustainability for having too much of an anthropocentric viewing point meaning that the main focus is on the wellbeing of humans and not the other lives around us. Using Seghezze's triangle might be a way to step away from that anthropocentric way of thinking and by using the triangle by analysing what fits where one can get an understanding for the conversation, as a sort of translation. What can be found within LAB190, how does that fit in the triangle, what does that mean for the conversation regarding the relation between cultural heritage and sustainability, for example.

Then, what within the collaboration platform LAB190 can/cannot be fitted into Seghezze's (2009) triangle of sustainability (see fig 3 p.10) consisting of the corners, *Place* which represents where life happens and belonging is created, *Permanence* representing maintaining but also improving and last but not least *Peoples* representing individuality and happiness.

The *Place* corner can be represented by the area of LAB190. As described in the pilot study, the grounds around road 190 has a long history with industry and urbanisation is a risk for areas like this. Seghezze points to 'place' as something relating to belonging and identity, which can be found within LAB190. Including and valuing the interest and knowledge of residents (and officials) in the area around road 190 can result in seeing how identity plays an important role. Work and development in areas like this can have different approaches. For example, one can chose to re-do the area by tearing down the old and build brand new (or re-use). Certainly, there are multiple levels and/or reasons to tearing down/building new but the point here is to see that in this case it is not only about the buildings and the landscape, the tangible, but also about the people in the area and with people comes the intangible such as culture, identity and belonging.

As mentioned earlier, the mapping of the area was done with the intention to see what is there, what was there to work with within the area and this can relate to Seghezze (2009) pointing to how "Places are much more than just empty geographical spaces" (p.548). And with 'empty spaces' one must not always refer to physical emptiness, e.g areas without buildings/constructions (or buildings/constructions that are empty). Emptiness in a 'space' can also be the lack of the intangible 'meaningfulness'. As mentioned before, when asked what cultural heritage is, or how one would define it, the interviewed used words like "identity", "houses/facades", "stories" and "the landscape" and some (if not all) of these chosen expressions can be seen as values in form of giving meaning and/or identity because even if the field is no longer in use, the tale can still continue because as Hubbard & Kitchin stated, "the idea that culture not only takes place, but makes place" (2011 p.8).

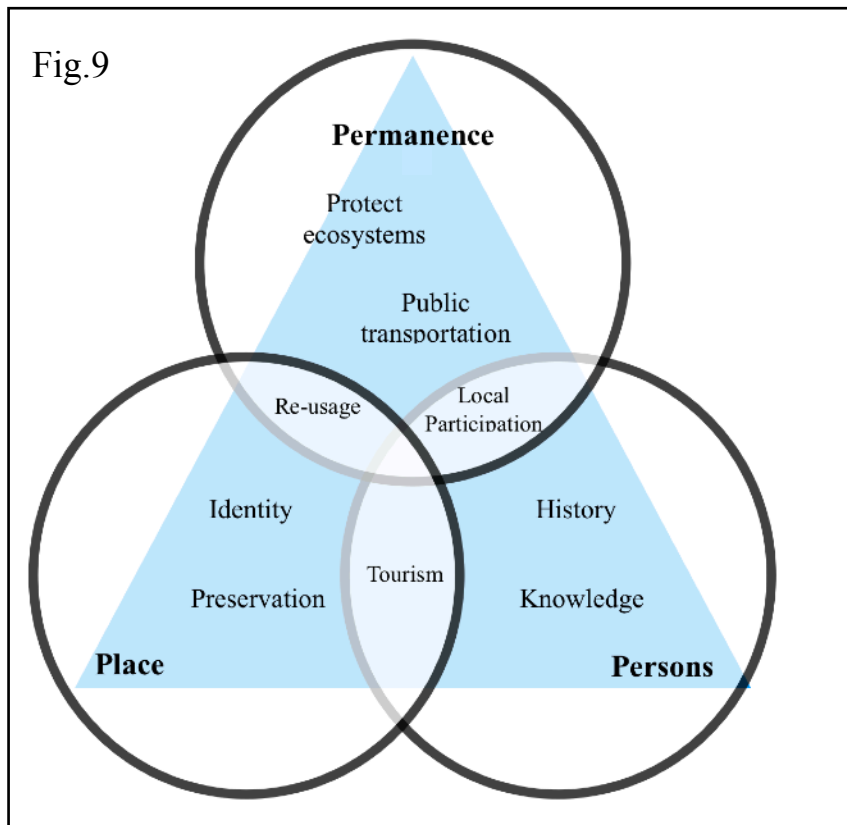
Mentioned in the introduction was that all around Sweden one can find great landscapes with/without estates (houses, barns etc) that today is no longer in use and these are with time falling apart and soon is what once was there, lost. By starting to (re-)use them these unused spaces can again become considerable places, giving them value, as mentioned above. The maintenance done now and for the future can be seen not only as a way of filling the area with meaning and identity but also a way to focus of the *Permanence* of the place. The Brundtland report states that present needs should be reached without risking our future (World Commission 1987 p. 41) and by using what is already there, for example the fields, lands and properties, one might be able to meet the needs of today without risking tomorrow. And at the same time preserving both tangible (properties/houses) and intangible heritage (the knowledge, stories etc).

When the interviewed presented their role and what it means, their answers can be understood and/or interpreted as part of the *Persons* corner. This due to how the ones involved with LAB190 identify with both their personal role but also how the role of LAB190 fits into society. The role of the individual in bigger projects, or collaboration platforms such as LAB190 can, as Seghezze points to, mean that the rights and interest among the citizen weighs more (or are at least given more focus) than sectoral interest (2009 p. 551). LAB190 is focusing on the interest and knowledge among the residents within the LAB190 area (see p. 21) and this gives the personal touch.

Another part of the LAB190, that can be related to the *Persons* corner is the people within the LAB190 area that are affected and/or participates. Because one cannot forget that, as mentioned in the pilot study, the area has a history. People have worked and lived in the area for quite a long time, the grounds have been a source of food and the houses bursted with life and even if the area is

not totally abandoned today it is not as active as it once were, which of course is a loss in many ways. One way is the loss of the stories, the life. If an area stays abandoned and unused for too long one might forget what used to be. In the area of LAB190 today there are still history left and by re-using and re-starting this history can live on.

Finally, can LAB190 fit into Seghezze's triangle of sustainability? Definitely! The LAB190 is a platform with quite a wideness but also a certain depth, with roots in the area around road 190 with the people living and working there, a strain consisting of officials and organisations and branches



reaching out in different projects that helps the area reach its full potential. It is due to its wideness it reaches over all the corners in Seghezze's triangle, it also embraces Seghezze's five dimensions of sustainability, three dimensions of space, one dimension of time and the human dimension (see fig 3 p.10). To demonstrate how LAB190 can be fitted into Seghezze's triangle of sustainability an illustration, based on Seghezze's triangle,

has been done (see fig. 9). The illustration is the triangle *Place*, *Permanence* and *Persons*, each one within an circle. In this circle there are also references to focus areas, projects, expressed thoughts etc from development plans and interviews and the idea is that they together can show for the different parts of LAB190 within Seghezze's triangle. The circles do cross each other at four points, three are cross-overs between two of the corners (*Place-Permanence*, *Permanence-Persons* and *Persons-Place*). The middle part, just as in Seghezze's triangle, is sustainability (an even balance of the three should get one there). Within the cross-over sections there are some focus areas that is chosen to represent one (of the many) cross-overs within LAB190. The areas of focus outside these cross-over section can also be part of other corners of the triangle, the reason to why they are sectioned into different corners here is, as stated, to show for the wideness and how the different

parts can fit within LAB190. For example the point 'Public transportation', it is an area of focus within LAB190 that affects all three corners of the triangle. It affects *place* in a way as it gives or creates an opportunity and/or reason to go to the area, because it is now a possibility to go there even if one do not have a car. The *Permanence* corner is affected by the sustainability aspect, public transport is something that would benefit the area now but also in the long run (specially in combination with the other two corners). The *Persons* corner is affected through how public transport can give the change for the people living in the area a voice, do they want public transport? Where and how? Depending on how these questions will be answered the individual happiness in the area could certainly increase.

What does this teach us then? In the beginning of this thesis it was mentioned how Seghezze's triangle was ideally to be used as a sort of translator, by placing goals, targets, themes and other parts within LAB190 in Seghezze's triangle. By doing that one can see the pieces coming together. Understanding the parts of the triangle, how pieces from LAB190 fit within it and how it connects to Seghezze's five dimensions of sustainability, three dimensions of space, one dimension of time and the human dimension (see fig 3 p.10) results in, I believe, a deeper appreciation. Seghezze himself pointed towards WCED report and their triangle of sustainability and, as mentioned, criticised it for being too anthropocentric. One can argue that Seghezze's triangle can also be anthropocentric but compared to WCED report Seghezze also brings up, the creation of place (meaning), identities, belonging, etc. In other words, the 'goal' with the triangle (except showing the path towards sustainability of course) is to show for a wider inclusion of what is needed for sustainability stepping further away from what Seghezze calls the 'limitations' of the WCED report. Focusing more on ontological questions (Seghezze 2009 p. 552), the idea is to widen and therefore make it, the framework for sustainability, more adaptable. It does not mean that Seghezze's triangle is the absolute right framework for reaching sustainability, but it is yet another key, another way to discuss it. Since LAB190 is a collaboration platform with a big social base (involving, locals, identity, etc.) it was of great interest to see how a different framework, focusing on the relation between space, time and person, would work. Clear is that the three corners of Seghezze's triangle can all be filled using what one can find within LAB190 which can show for the importance of social and cultural aspects regarding sustainability.

Possible difficulties

After the internship, attending meetings, going through development plans, etc. There are some conclusions regarding possible difficulties. The first one, which really does not have to be too much of a difficulty but was brought up during the interviews, is the goal of LAB190, to develop a model area for sustainable development, what does that mean and how can it be reached, if it can be reached?

During the interviews some of the interviewed seemed to be a bit hesitant when asked if LAB190 will reach its goal and one reason seems to be that the goal itself is a bit difficult to measure, as one of the interviewed expressed "when is a collection of gravel grains a pile of sand?" (Interview M p. 4). Worth asking then is, what does one mean with "measurable results"? Gustafsson's *The Halland Model* (2011), points towards a way of translating or trading services/actions/values. Historical buildings in risk due to different reasons was 'transformed' into work-opportunities, for renovations and conservation and after that well appreciated tourist attractions. To reach that 'transformation' (from one value to another) one might use Gustafsson's 'trading zone' (2011). The trading zone is described as where the exchange and communication is being done by finding new ways. As one of the interviewed said, it is like speaking different languages. Gustafsson's (2011) trading zone is where these language barriers are torn down by new ways of communicating. For example, one might say that a house/facility should be preserved and for some preservation = cost due to materials, etc. Instead one can say, we need people with special skills/education for reparations of this facility = creating a job opportunity or maybe a chance for people within academia that studies within that field. Opportunities like these can mean a chance to get some experience during their studies. Gustafsson (2011) gives multiple examples of these types of trades where "expense" becomes income by, for example, opening up renovated cultural building for the public.

Back to the 'problem', how to interpret the goal to become a model area for sustainable development. Among the interviewed there where no doubt regarding the value of LAB190, the area and/or the projects resulting in development in the area. The uncertainty lies within how to reach that goal and there are no one-way answers to that because, as mentioned during the interviews, being a model area means that one must try things and some will work but some will not. Trying something that does not work do not have to mean that one have failed, it means that one knows what not to do.

Another 'problem' (that really is not a problem maybe more like a bump in the road) is the work with the SDG's. The SDG's can be seen as a tool when working towards sustainability but as with the goal of LAB190, there are different interpretations of how one should work towards them. As one of the interviewed explained during the interviews, they can be a bit unclear regarding what should be the focus when assigning the SDG's to goals/targets (see p. 36)? This results in uncertainties regarding the SDG's, which is understandable (specially after discussing the trading zone and translation between sectors).

Since the SDG's are a global initiative it might be hard for LAB190 to make a change regarding the goals but an idea is to communicate more about them, how to work with them, etc. Worth mentioning is that an attempt to involve the SDG's more is being done by trying to anchor the targets in the Development Plans to the SDG's and in May 2021 a presentation of the SDG's will be done by the founder Anders.

During the internship at *Förvaltningen för kulturutveckling* one of assignments was to reach out to inhabitants and/or people who owned property (land and/or estates) to see if their where interested to lease it. The results where not as positive as expected. First it was difficult to even get in contact with the land/estate owners and among those who answered the interest was rather low (as mentioned earlier). This shows two types of difficulties, reaching out (and getting in contact with) land/estate owners and interest among the owners/inhabitants.

During the interviews the name, LAB190, was brought up as something that might be a problem when it comes to reaching out. The name is not very descriptive or gives outsiders any clues of what the collaboration platform can do.

Another difficulty when working cross-sectoral and between levels (from the private resident to the business owner to the politician) is the language. During the interviews one of the interviewed explained how not talking about cultural heritage can be beneficial because of how talking about cultural heritage with someone that is not involved or has experience with cultural heritage can result in loss of interest.

The language barrier between the different actors within LAB190 can defiantly be a big risk due to how it can lead to not only lack of interest but also a feeling of exclusion. Seghezze (2009) brings up in his article how individuals have started to resort more towards personal experiences concerning 'solving' environmental problems (p.550). This can be a result of a feeling of being excluded when governments and other corporations takes on the task to 'solve' problems without including the people affected. Another of the reasons to why individuals can feel excluded, as

mentioned, is the usage of a certain language but also through action which can lead to mistrust, which is a step in the wrong direction.

The role of cultural heritage

During the interviews it became clear that there was an agreement that within LAB190 there was a cultural heritage aspect even though some seemed a bit more certain of it than others. The reason to the hesitation seemed to cohere with the spread ideas/explanations of what cultural heritage is. As presented earlier, when asked to define cultural heritage the interviewed used words as "identity", "houses/facades", "stories" and "the landscape" which are both tangible and intangible. This shows for wideness in both cultural heritage and its potential role.

When asked if cultural heritage is worked with 'enough' within LAB190 the interviewed expressed some various thoughts. As discussed during the previous question, cultural heritage can be understood as its own field with its own language and therefore it can, to some, be difficult to understand how it contributes to, for example, development in an area. This, in turn, results in problems using it when working with sustainability. For example, focusing on the protection of cultural heritage one can see many aspects. There is the sustainable part of it in, for example, the energy cost of building a new house compared to re-use what is already there (which is a more tangible aspect). De Medici, De Toro and Nocca (2019) discuss how re-usage with a bit of renovation, using traditional techniques, not only led to the conservation of the cultural buildings but also gave them, and the area around them, a new push. This goes in line with Gustafsson's (2011) Halland model, conservation through renovation and usage results in new job opportunities both during the renovation part but also if the building is or becomes a public interest for example an old abandoned house turned in to a museum needs employees. The conservation of cultural heritage buildings can therefore, as stated, result in profits which can be seen as something measurable. The values of cultural can then be 'translated', from an 'expensive' renovation-project to an job-creating income.

Analysing the role of cultural heritage within collaboration projects one can, as stated above, focus on how it can be something measurable, indicating result which can show people not familiar with cultural heritage its possible value. Another value that can be related to cultural heritage is knowledge. It can be knowledge related to buildings such as skills regarding traditional techniques for renovations but also overall knowledge how to, in the best way take care of the building (paint, heating, etc.). Roders and Van Oers (2011) points out in their article how conservation should not

mainly be about the protection of the tangible objects but also the intangible such as the knowledge attached to the objects, the intangible within the tangible. Within LAB190 there are multiple examples of how conservation or usages of tangible cultural heritage, such as houses or grounds contributes to the preservation of the intangible, how to take care of the house or how to use the grounds, etc. Knowledge might not be as measurable as values in buildings renovated and appreciated by visitors (economic value) but arguable it is at least as important.

Within Seghezze's (2009) triangle of sustainability the corners *Permanence* and *Persons* both touches upon knowledge as a value. Knowledge is something that can support/protect what is there now but also how to conserve it for the future and therefore keep the history and identity. Local knowledge is an important key to comprehend a *place*, one must understand what was and is to see what can be. If one does not take in count of what was and is, the risk is that a part of the identity of a *place* is lost. Roders and Van Oers (2011) point to how the inheritance of cultural heritage is a value for societies and groups due to how it is part of the collective identity. Acknowledging the intangible cultural heritage values such as knowledge and identity validates what the people living within the area where these values are which is of great importance. If one do not recognise the social values among residents in an area a feeling of being excluded might or will rise which can result in inequalities.

Conclusion

For this thesis the main aim was to see how cultural heritage, sustainability and regional development can work together within a collaboration platform. The research questions were formed around the three fields to see if and how they can work together.

When analysing if and how the work within LAB190 can fit into the triangle of sustainability some things became clear. Primary, LAB190 is a wide platform both physically, reaching over four municipalities and regarding the levels of the people involved. This means that one of the most important keys is communication. When communicating it is important that one understand the other and when discussing within such wide fields such as cultural heritage, sustainability and regional development understanding is key.

For the conclusion of this analysis, we return to the question 'is collaboration platforms such as LAB190 something one can recommend others to use?' that all the interviewed were asked. They all answered yes and after analysing the work of LAB190, it is agreeable. A collaboration platform is a great tool, specially when working with such wide areas as the one within LAB190. When

working within a collaboration platform one is taught to work over the existing boundaries and find ways to meet each other. During the interviews the LAB190 was described as both a difficult and complex but also "exciting", positive and "interesting". The problems that collaboration platforms such as LAB190 might not be the collaboration itself but the wide and quite complicated fields they move within. Cultural heritage, sustainability and regional development are far reaching fields that affects so many people both now and in the future and therefore it is understandable that one might feel a bit overwhelmed sometimes. And it is hard to do what not many have done before but one must also remember that mistakes or failures can actually mean that one is taking a step in the right direction. And if one wants to become a model area for development, one must dare to take some risks.

This thesis started with stating that the question regarding how to be sustainable is a world wide problem and the work towards sustainability is not a one-man job. By analysing the job within LAB190 it has become even clearer, cooperation is the key. As one of the interviewed said, "alone is not strong in these matters" ('Natasha' 2021, p.5).

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Interviews

'Natasha', Involved in LAB190, interview through Zoom 11 February 2021

'James', Involved in LAB190, interview through Zoom , 17 February 2021

'Carol', Involved in LAB190, interview through Zoom, 18 February 2021

'Steve', Involved in LAB190, interview through Zoom, 18 February 2021

'Tony', Involved in LAB190, interview through Zoom, 22 February 2021

'Jane', Involved in LAB190, interview through Zoom, 8 March 2021

'Jessica', Involved in LAB190, interview through Zoom, 24 March 2021

Illustrations

1. Map marking the area for LAB190. © Länsstyrelsen, Lantmäteriet, NVDB, ESRI Inc, RAÄ, SGU, Sjöfartsverket, SMHI, SVO, SCB, SJV, PM, Bergsstaten, SLU, DIRNAT.
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7. Made by Rebecka Ahola
8. LAB190. (2019). Unpublicised notes from meeting October 14 2019 with coordination group-LAB190. Translated from Swedish.
9. Made by Rebecka Ahola

Appendices

Interview questions (in Swedish)

1. Vilken är din roll inom LAB190?
Vad innebär den?
Hur länge har du arbetat med LAB190?
2. Hur kom du i kontakt med LAB190?
Första intryck?
3. Tycker du att syftet med LAB190 är lätt att förstå?
Mer/mindre svårt/lätt?
4. Målet med LAB190 är att skapa ett modellområde för hållbar utveckling, vad innebär detta anser du?
Vad är hållbar utveckling för dig?
Hur tycker du att de framtagna målbilderna stämmer med din uppfattning om hållbar utveckling?
Är målbilden nåbart? Hur ska man nå målen?
5. Vet du vilka/vad hållbarhetsmålen är? Agenda 2030
På vilket sätt tycker du att det går att koppla arbetet inom LAB190 till dessa?
Tycker du att det arbetas aktivt med dem inom LAB190? Bör man arbeta mer med dem? Hur?
Går de att på ett bra sätt få med i planeringen/arbetet? Utveckla?
6. Tycker du att det finns ett kulturarvsperspektiv inom LAB190?
Vad anser du är kulturarv?
Hur kan man arbeta med det?
Ska man arbeta mer med det, varför? Hur?
7. Kan du föreslå förändrade arbetssätt för LAB190-arbetet och för hur det är organiserat?
Styrgrupp/arbetsgrupper/projekt osv
8. Skulle du rekommendera andra att arbeta med samarbetsplattformar som LAB190?