

# prosjektplan

Project Name:	<b>”Telemark Heritage – Incoming Tourism 2009”</b>		
Development phase:	<b>Pre-project</b>		
Project responsible:	<b>Skien municipality – by Rolf Haugen</b>		
Project manager:	<b>Hermod H. Monsen</b>		
Project coaching:	<b>Dawn Syvertsen and Thrond Kjellevoid, Tfk</b>		
Project contacts:	<b>Erling Dahl, Telemark County Council Geir Arild Tønnessen – Skien municipality Jan Thorsen – Nome municipality Ingebjørg Sperre, Notodden municipality Trine Ellefsen, Telemark University College Tarjei Gjelstad, Norwegian Skiing Adventure Museum Christer L. Sørensen, Visit Grenland Anne Haugen Wagn, Telegaget of America – Notodden Per Espeland, Tinn municipality</b>		
Project start:	<b>01.05.09</b>	Project end:	<b>31.12.09</b>

## **1. Starting point**

### *Background*

Telemark County Council (Tfk) has taken initiative to establish a regional network and partnership within several themes ref. County Plan. Through methods such as international approaches within chosen themes, local anchoring is often a commonly used thesis.

Telemark County Council would like the municipalities and other stakeholders to play a more active role in this work.

Through the work with inter-regional and international networking, as well as through international projects, Telemark County Council has received many requests from municipalities and other stakeholders about ”What possibilities exist with the group of Telemarkings who have moved away – especially Americans with roots from Telemark? And how do we work towards a common approach/initiative for the whole of Telemark which can show the opportunities and potential in connection to the ‘Emigrated Telemarkings’. Yes, exactly through this initiative; ‘Coming Back Home – Incoming Tourism’!

Several municipalities and other stakeholders in Telemark have numerous contacts, networks and initiatives towards/with ‘Emigrated Telemarkings’. With the term ‘emigrated Telemarkings’, we mean those people from Telemark and their descendants who have moved away from Norway.

Skien municipality’s focus on the Norsk Høstfest in Minot, North Dakota, USA is one of several such initiatives. We want to take advantage of such initiatives in the further work. 10 municipalities in Telemark and Telemark County Council have entered into a cooperation with respect to the establishment of Telemark Heritage - <http://www.heritagetelemark.no/>.

# prosjektplan

Skien City Council – case 37/09 discussed the ‘Report from the visit to Minot and the Norsk Høstfest 2008’. The report was taken into consideration. The report is found as an attachment to the project plan. The report indicates that the Norwegian Ministries of Research and Education and Agriculture are relevant cooperating partners. Telemark University College has a cooperation agreement with Minot State University.

Morgedal/Sondre Norheim and Telemark skiing is another important element. With Kviteseid municipality which is one of several municipalities along the Telemark Waterway, this will be linked to the European Interreg project ‘Waterways for Growth’. Emigration from the villages in Western Telemark also occurred via the Telemark waterway when it was completed in 1892. The emigration aspects can also be linked to Germany’s National Centre for Emigration which is located in Bremerhaven who is also a partner in the European project Waterways for Growth. Contacts for important meeting arenas for tourism in Germany have potentially unexplored opportunities.

A letter of intent with Haugalandet located on the west coast of Norway is underway and this will also provide potentially unexplored areas for cooperation. Sandefjord Torp, Haugalandet and Bremerhaven have weekly flights to Bremen. We also have a common link through the European highway E134 and national highway R26, Haukeliveg and much more!

Telemark Heritage is a network cooperation where 10+ municipalities and Tfk are participants. This provides the project with an income of NOK 27,500. Telemark Heritage was established after a pre-study which was carried out on behalf of Telemark County Council. This pre-study which was completed in 2002 was called ‘Coming back home – Emigrants from Telemark’. Since then, Telemark Heritage has been represented at the Norsk Høstfest in Minot each year which has more than 70,000 annual visitors.

Telemark University College has for several years had contacts with universities in Minnesota and North Dakota, USA. This year, there will be student exchanges and visits to Telemark by university representatives to further develop this cooperation.

## 1.1 Objective for the project

The objective with the pre-project is:

- Participate at Norsk Høstfest 2009. This includes collecting material and operating the Skien/Telemark stand at the exhibition.
- Participate at 2 ”incoming events” – a) Contribute to the planning of the visit with the agricultural commentator Orion Samuelson and approximately 35 farmers from the USA in Telemark in 2009.
- b) Assist Telemark University College with the visit from Minot State University, ND in 2009.
- Strengthen the letter of intent between Telemark Heritage, Telemark County Council and Telemark University College’s cooperation with Minot State University.

# prosjektplan

- Assist with strengthening the link between Norwegian national authorities, Norsk Høstfest, Minot State University, and the state authorities in North Dakota and Minnesota.
- Work for a student exchange between Sørve High School and a similar school in Minot, ND with contributions from the rotary clubs in Minot and Ulefoss/Skien.
- Work towards that the municipalities in Telemark to a larger degree market their attractions/services and emigration history, as well as strengthen their work which has for many years been carried out mostly by 'Telemark Heritage' and Skien municipality.
- Strengthen the relationship towards Americans with Norwegian heritage and Norsk Skieventyr/Morgedal with respect to the initiative towards the 'icon' Sondre Norheim.

## 2. Scope/Task specification

The pre-project will identify the scope and the initiatives with relevance for the theme. This concerns both private and public initiatives. Through the project period, a working group from relevant municipalities and stakeholders, including Telemark County Council, Telemark University College and Morgedal Development will work on this information, prioritize and define objectives and scope for the participation in the potential work further.

The project will be anchored through Telemark University College, Telemark County Council's international participation in the European project 'Waterways for Growth', Morgedal Development and Telemark Heritage.

## 3. Organization/ responsibility

Function	Name	Responsibility
Project Manager (PL)	Hermod H. Monsen	Responsible for the operative completion.
Project Responsible (PA)	Rolf Haugen, Skien kommune	Responsible leader for the project with respect to the PLP process.
Project participation	<b>Erling Dahl</b> , Tfk <b>Geir Arild Tønnessen</b> , – repr. from Skien municipality. <b>Jan Thorsen</b> – repr. from Nome municipality. <b>Ingebjørg Sperre</b> – repr. from Notodden municipality. <b>Trine Ellefsen</b> , Telemark University College. <b>Tarjei Gjelstad</b> - Norsk skieventyr. <b>Christer L. Sørensen</b> , Visit Grenland. <b>Anne Haugen Wagn</b> , Telemark of America – Notodden <b>Per Espeland</b> , Tinn	Advisors

# prosjektplan

	municipality	
Project coaching	Dawn Syvertsen and Thron Kjellevold, Tfk.	Consultative support, process

Reference group:

A reference group will be established with participation from relevant partners. These will have regular meetings upon need with respect to the PLP process.

#### **4. Performance/ Progress/ Economy**

Some performance points:

- Skien municipality assumes the role of project responsible for the pre-project.
- Attempts to further develop and distribute contact points which for ex. Rolf Haugen, Skien municipality has established over many years.
- Evaluate the scope of the connection with regards to "incoming tourism fra USA" and Norsk Høstfest and participate at this event in 2009. Inform about Norway and Telemark at schools, organizations, etc.
- Strengthen the agreement between Telemark University College and Minot State University.
- Link political/business contacts to the state authorities in North Dakota and Minnesota which have large university departments and an interesting business/industry portfolio.
- "Business to business" in North Dakota/Minnesota can also be a theme as there are a number of oil/gas discoveries in the state which can be of interest, at an early stage, for hi-tech companies.
- Check out the interest for a visit to the Mid-west in the spring/autumn 2010 with a delegation which are composed of participants from various areas of interest, political/administrative and business oriented. Other projects will also be linked to this.
- Link Telemark skiing and Morgedal Development more to the visitors of Norsk Høstfest, relevant university environments in Minnesota and North Dakota, as well as market the World Championship in Telemark skiing to be held in Rjukan in 2011.
- Work for links between the National German emigration centre in Bremerhaven, Minot State University and Telemark University College through Tfk's participation in the European project 'Waterways for Growth'.

# prosjektplan

- Complete a matrix with an overview of the initiatives in the public and private sector with relevance for the theme, as well as complete a report and recommendations for possible further work.

## Operation's plan:

Activity/week	2 3	2 4	2 5	2 6	-	3 2	3 3	3 4	3 5	3 6	3 7	3 8	3 9	4 0	4 1	4 2	4 3	4 4	4 5	4 6	4 7	4 8	4 9	5 0	5 1
Locate partners and financing																									
Visit	x			x																					
Map out info basis, matrix as a basis.																									
Work out the structure of the matrix.																									
Workshop						x																			
Norsk Høstfest														x											
Complete the project report – arrange a final meeting.																									

## 1. 4.1 Time and resource plans

Name	Planned hours used (hours in the period)	Unexpected factors	
Project manager	95	Links to WfG Telemark Univ. College	
Other assistance/ advisors	See point 3		
Budget and financing plan		Financing plan	
Budget			
Main costs	NOK	Source	NOK
Project management	40.000,-	Tfk international team	25.000,-
Meetings	10.000,-	Waterways for Growth	25.000,-
Project coaching	30.000,-	Telemark Heritage/Skien municipality	40.000,-
Exhibition	25.000,-	Tfk – KRD-funds	75.000,-
Participation at exhibition and marketing of Morgedal Development's approach to Sondre Norheim, as well as the World Championship in Telemark skiing in Rjukan in 2011.	60.000,-	Own initiative Norsk skieventyr/Morgedal Development, Telemark University College, Telemark Tourist Office, etc.	
Total	165.000,-	Total	165.000,-

# prosjektplan

## **5. Authorizaion/signature (Project contact persons)**

Mr. Rolf Haugen  
Skien municipality  
Project responsible  
e-mail: [Rolf.haugen@skien.kommune.no](mailto:Rolf.haugen@skien.kommune.no)

Mr. Hermod H. Monsen  
Telemark Heritage  
Project Manager  
e-mail: [hhmonsens@online.no](mailto:hhmonsens@online.no)

Mr. Erling Dahl  
Telemark County Council  
e-mail: [erling.dahl@t-fk.no](mailto:erling.dahl@t-fk.no)