



European Union  
European Regional  
Development Fund

# Impact on Vadstena municipality, Sweden

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15 September, 2020 | Final Conference, Foligno

# About Vadstena & our policy

## Vadstena municipality

- Vadstena – a small medieval town with a big history; a goal for pilgrimage and tourism with a convent and a royal castle. It's situated in a highly agricultured area, in the fifth largest region Östergötland, in the south part of Sweden.
- The general aim of the SHARE project in Vadstena is to increase awareness of cultural heritage in the community – among politicians and officials as well as visitors and townspeople. A further aim is to find a consistent and sustainable way to deal with and use the town's cultural heritage and recognize it as a factor that makes Vadstena an attractive town to visit and live in.

## The regional Development Strategy of Östergötland

- The Regional Development Strategy (RUS) aims at sustainable growth and development in the region until 2040.
- The policy is under revision – to be decided on during 2020.
- Owned by the county council of Östergötland
- One of the SHARE project's main objectives is to integrate cultural heritage and tourism into the Regional Development Strategy.

# Actions planned

## Action 1: Regional Development Strategy (RUS)

- Goal: Get cultural heritage and tourism to be recognized as important factors RUS.
- How: Be part of the process by presenting the SHARE project & methodology and be part of the referral process of the RUS.

## Action 2: The Culture plan of the County Council of Östergötland for 2020-2023

- How: By being able to be part of the process the SHARE project expects to be able to influence the Culture plan.
- Goal: The most important part in this is to include cultural heritage in a broader way and in the issues presented in the LAP. The main goal for the RUS is to get cultural heritage and tourism to be recognized as important factors in the development of the region and its municipalities.

## Action 3: The cultural route

- Goal: Developing an App with historical walks and facilitate the route will tie together Vadstena's two main cultural nodes and telling the less known historical stories of the city.
- How: The Share project has been able to influence the route and increased pressure on implementation.

## Action 4: Reconstruction of the Old Thoroughfare

- Goal: That the cultural heritage is taken in account and the traffic is re-routed around the old centre.
- How: Monitoring the process and give input from the project's perspective.

# Actions implemented

## Action 1: Regional Development Strategy

- Participation at thematic workshops, meetings with representatives from the County Council and referral responses.
- work still in progress

## Action 2: The Cultural plan

- The Cultural plan has influenced:
- the Vadstena LAP
- the Plan for Tourism and Cultural heritage will coordinate with Visitors plan
- The new Cultural plan is more focused on cultural heritage and tourism, business and city planning

## Action 3: The Cultural route

- The App is implemented and the route is built and designed in an including and accessible way.
- The number of visitors of the Cultural route has increased with 30 % in a year.

## Action 4: Reconstruction of the Old Thoroughfare

- SHARE highlighted the need to review the municipality's traffic plan.
- The reconstruction is done with the result of less traffic, speed-reducing measures and more space for pedestrians and bikes.

# Other activities/outcomes

## Other results: what other good thing came out of the work of the project?

- Extended collaboration with Vadstena Municipality and the County Council of Östergötland.
- Incorporating the 2030 Agenda into our work with cultural heritage
- Increased knowledge about EU-funded projects both at the CAB and in Vadstena municipality

## Other outcomes:

- SHARE and the method used in the project is presented as a good practice in a published in a forthcoming publication by the County Administrative Boards in Sweden.
- Participation at a conference on the Agenda 2030 and Cultural Heritage – plan to make a regional strategy.

# Good practice identified

## The cultural route – Vadstena

The Cultural Route's central purpose is to tie together Vadstena's two main cultural poles, the castle and the convent, and to point out less known parts of the city's history. To connect the various objects with one route is a way to increase awareness of cultural heritage and the touristic potential but also to make it more physically available and attractive.

Most historical towns have several cultural heritage sites, each of which tells its part of the town's history. Making these sites more accessible and facilitating for tourists to find their way through a town is thus of general interest.

The project's aim to emphasize less well-known parts of the town's history has been met by means of a walking app.

# Last but not least - a quote about the Share project

*Thanks to the Share project, Vadstena municipality has been able to get help identifying strengths and weaknesses. Through analyzes and interviews, the project has been able to shed light on development opportunities and provide suggestions for measures.*

Vadstena municipality, stakeholder  
Mathias Hult

Thank you  
Eva and Sigrid!



**With Greetings from Mattias & Magnus!**