



## **Nordplus Report. Competences of Culture Volunteers in Sparsely Populated Areas**

**Bente von Schindel (ed.)**

**Nordplus Report. Competences of culture volunteers in sparsely populated areas.**

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# Preface

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By Bente von Schindel, President,  
Musisk Oplysnings Forbund - DK  
(National Association of Adult Education in Art and Culture)

There is throughout the Nordic and Baltic countries a tendency to the fact that people in the last decades have fled from rural areas to stow together in big cities. Thereby, many villages and sparsely populated areas have been drained for residents and the areas are not an attractive place for new residents, businesses or tourists.

Therefore people should consider in actions that make the areas more attractive for residents and businesses, and there is no doubt that NGOs in the field of art and culture can play a major role in these efforts. Arts and culture are helping to create community and unity that can save a village or an area from being rendered meaningless. Inclusion in art and culture gives new life and creates responsible citizens. A vibrant cultural life and an enhanced community can create a sustainable society in which all citizens are prepared in binding communities to take responsibility for their own and others' lives and to society as a whole.

This could be to build (or restore) common culture centres which create a framework for cultural activities, and thereby create community and a breeding ground for more activities. Or it can be to get individual residents of the area - as cultural guides - to inspire others to participate in cultural activities such as amateur choirs, amateur theatres and the like, or it can be an annual recurring event such as a festival, where local resident's year around are involved in the preparations.

Marginal areas is not simply due areas. They also represent an opportunity to build a community and create an identity through artistic and cultural activities. Community in cultural and artistic activities will also contribute to strengthening democracy and thus create a strong civil society in which citizens are free to develop their communicative and expressive rationality and develop as people and active citizens. The most important thing is that it is the citizens who themselves are entrepreneurs so that they feel ownership of the activity. The idea is to create a local identity as an alternative to the big city.

In the compendium the partners give examples of the artistic and cultural activities launched in the partner countries to ensure cultural sustainability in sparsely populated areas - all located in the Nordic/Baltic area.

The aim is to inspire others to use art and culture to create local identity and create more interest in the area, so that businesses, new residents and tourists are attracted to it.

# Introduction on used methodology

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All partners use the same method to illuminate the area and thus analyse which challenges there will be for the local associations in working with art and culture as a driving force in sparsely populated areas.

All partners use data collection in terms of descriptions of the number and density of the population in the countries as well as in the sparsely populated areas. Iceland, Finland and Denmark have also used literature on the subject. In addition the partners also use own knowledge of local cultural organisations, cultural centres, volunteers and so on.

For further details all partners have a description of two best practices of local cultural associations or cultural places. These associations and places are also the target of the surveys sent out and interviews carried out in order to analyse the opportunities and need for teaching volunteers in order to make them better suited to use art and culture as a driving force in sparsely populated areas.

Three partners have used surveys and to prepare these both Estonia and Denmark have used external specialists. Four partners also used the interviews as a tool to ascertain the need for knowledge in the work with art and culture in sparsely populated areas.

All partners have drawn up a number of recommendations from the questionnaires and interviews.

# Competence survey in Iceland

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by Óli Halldórsson, director and  
Gréta Bergrún Jóhannesdóttir, researcher  
Husavik Academic Center



## Foreword

The aim of the report is to explain and clarify the core competences of successful culture volunteer-practice in sparsely populated areas in the North-east part of Iceland. Husavik Academic Center (HAC) is a partner in the project and the report is focused on regional circumstances in the rural places where the centre operates in Iceland.

This report describes the formal and informal infrastructure and cites examples of cultural volunteers in the local region. The examples are chosen with regard to their importance and function as cultural partaker in rural regions in NE Iceland. HAC's staff has chosen these examples based on the experience of HAC's educational operation in the rural areas.

The report is based on

- Online data-collection,
- Processing of info in HAC's database,
- Talks/interviews) with leaders of the voluntary associations chosen (informal, non-academic).

## 1. North-east Iceland

### *1.1 The region*

Húsavík, with a population of about 2300, is the largest town in the area (Þingeyjarsýslur-county), a total population of about 5000. The perimeter of Þingeyjarsýslur is defined by the fjord of Eyjafjörður in the west and Langanes peninsula in the east, spanning the entire area from Vatnajökull glacier in the south down to the coast in the north.

The region is rich with unique and interesting places. Of particular interest for scientists are its unique geological features and rich birdlife. The characteristics of the local societies are in many ways influenced by the seaside; originally fishing and fish-processing and the last decade's sea-based tourism (whale-watching). The region has also a rich tradition for conventional sheep- and cattle farming in the countryside. Húsavík has the last few years become one of the most popular whales watching port in Europe and a big name in tourism in Iceland. The sparsely populated communities are one of the elements that defines the characteristic of the culture in the area. Basically; a long history of few people

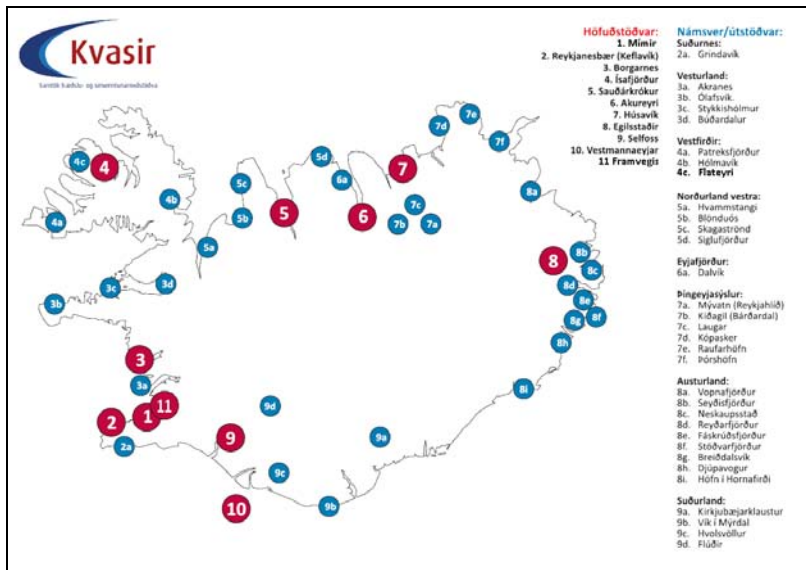
living in a relatively large area. Small villages and towns and a sparsely populated coastline and countryside.



The town of Húsavík, Iceland in winter-time (November). Húsavík Academic Centre's main-offices on the left. Photo: Sigfús Sigfússon

## 1.2 The Formal Infrastructure

Infrastructure in culture and education differs obviously between countries. In Iceland there is a *network of learning centres* for continuous education for adults. Husavik Academic Center ([www.hac.is](http://www.hac.is)) is a part of that national network and runs a few learning centres in the NE and provides various kind of education service for adults in the NE-region. HAC provides learning facilities, centres with video conference equipment and short-courses for adults and places to take exams from other educational institutes.



The network of education centres on Iceland. "Kvasir" is the name of the education centres' association. Husavik Academic Centre's area is in the NE (upper right corner, nr. 7).

There is also a similar *network of cultural centres* around Iceland. These centres are mostly managed by the municipalities and are operated as regional museums as well as representing and stimulating cultural activity in each community. The District Cultural Center ([www.husmus.is](http://www.husmus.is)) is one of these regional culture centres in the NE-region, running museums and operating culture activities in the area.



The District Cultural Center (Museum House Húsavík).

The Icelandic government provides money for the local governments to manage cultural projects and/or funds entrusted to it. This is done through an association of the local municipalities in NE-Iceland; EyÞing ([www.eything.is](http://www.eything.is)).

### *1.3 The Informal Infrastructure*

Various kinds of spontaneous and/or volunteer cultural activity thrive parallel with the operation of the formal infrastructure, some of which cooperate with the cultural operation of the institutions. Some of this volunteer activity is driven by local clubs or associations that have been operated for many decades while some of the activity is more based on short-term individual initiative and therefore more dependent on these same individuals at the time.

## 2. Cultural volunteers – examples

### 2.1 *Women's Association of Þistilfjörður (waf)*

In Iceland there is a rich tradition for women's associations (WA) in rural areas around the country. Historically one WA operated in almost all rural communities, villages or towns. Above these, and in cooperation with the local associations, is a central federation of women's associations/societies. There have been some changes the last few decades and some of these smaller WA have joined and collaborated. At the same time their role has changed and somehow decreased in the urban areas or bigger towns/cities. However, in the rural areas the role of WA is still important and many of them play a big cultural role in their communities.

WAP (Women's Association of Iceland, 2016) is one of these associations, founded in 1915, with quite many active members, and important activities for their community. They have managed to get the younger women to join in, which is one of the reasons why it is still active. The Þistilfjörður area has the village Þórshöfn (400 inhabitants), where there is another WA, but WAP is mostly based on women from local farms in nearby area.

WAP's key cultural roles for their community:

- A fellowship/support society for women in the area
- A "get-together" and hobby for local women
- A social network for local women, and a way to involve and introduce new people
- Charity work and sponsorship for the community (funerals, gifts, sponsorship)



Photos from WAP's activity (meetings, conferences, visits etc.). Photos from municipality's web-page ([www.svalbardshreppur.is](http://www.svalbardshreppur.is)) WAP in 2016

## 2.2 Efling Amateur Theatre (EAT-Leikfélagið Efling)

In many rural places, towns and villages in Iceland are to be found some kind of amateur theatres. Most of these groups/theatres are independent and some of them have a long history or tradition for annual shows/plays in their local community. Based on volunteer work of amateur actors and workers these groups are often important for the local cultural activity. Typically the local teacher, nurse and plumber join on stage once a year for the annual local-theatre, often held in the local community centre. Lots of people at all ages are involved, not only the acting but in making costumes, selling tickets, building the stage etc.

Efling Amateur Theatre (EAT) is one of these local theatre-groups in the NE of Iceland. Located in the rural countryside of Reykjadalur-valley in the NE, the theatre group usually does one stage-show a year, involving many local volunteers. EAT's annual play/show is an important asset in the cultural activity in the local rural community and the group is usually most active in the darkest winter-time in Iceland.

EAT's key cultural roles for their community:

- An important annual culture event in its local community,
- A “get-together” and hobby for many volunteers (at all ages) in local community
- A platform to display and train local talent in stage arts



Photos from EAT's activity (stage shows/plays). Photos from municipality's web-page ([www.thingeyjarsveit.is](http://www.thingeyjarsveit.is))

### 2.3 Kelduhverfi's Farmers Association (KFA-Búnaðarfélag Keldhverfinga)

Rural communities in Iceland that rely on agriculture usually form a local association of farmers. These associations deal with practical matters and local interests for the farmers, but also form an important social platform in each community.

Kelduhverfis's Farmers Associations (KFA) is one of these local associations in a rural area in the NE of Iceland. Typically these farmers associations are dominated by men, but women nevertheless do participate in many of their activities. One important cultural volunteer-work that KFA does annually is to prepare and organize a local winter-festival ("Þorrablót") held in the local community centre in January.

KFA's key cultural roles for their community:

- Organizing of an important annual culture event in its local community
- A "get-together" and hobby for many volunteers in local community (mainly men)



Photo from annual local festival in KFA's local community, organised by KFA.  
Photos from local news web ([www.640.is](http://www.640.is))

## 3. Conclusions – needs and challenges

The rural areas in Iceland have been facing many challenges the last few years. Urbanization has been going on for the last decades in Iceland, with 2/3rd of Iceland's population living in the capital, Reykjavík and surroundings. This has obvious effects on the economy and sociology of the rural places.

Many aspects of rural culture have transformed or developed in new ways. Some parts of the formal social infrastructure in the rural areas have declined at the same time. A fast transformation of traditional agriculture in the rural areas to tourism-based living has changed the function of many of Iceland's countryside communities. Nevertheless, quite a few of the rural social and cultural habits and customs in Iceland still thrive, e.g. groups and movements such as the examples above with their local cultural traditions. While some of the traditional cultural habits change or disappear, it can be argued that some of these traditions are even more important than ever, playing even bigger roles in their communities.

After all, what these declining rural communities need desperately are ways to appeal to younger people and future inhabitants. And cultural activity is one of these vital factors for a modern community to thrive. (Coelho, 1997) (Hełpa-Liszkowska, 2012) (Howells, 2005) (Guðmundsson)

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# Competence survey in Finland

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By Tomas Järvinen, General Manager,  
Finnish Swedish Youth Association



## 1. Culture policy in Finland for the rural areas

Why do the Finnish communes need non-governmental organization? This question has been tackled in two large-scale analysis carried out in the spring of 2015, and the results reflect the growing need for cooperation and partnership.

In February-March Central Finland Community Support Association, the Council of Central Finland, HUMAK University of Applied Science and Central Finland Villages Association carried out an online survey for the communes in Central Finland. It examined what kind of co-operation and partnership the communes in Central Finland has got with the nearby NGO's, as well as asked about the potential of collaborates. The results were published in June.

Nationally, the Local and Regional Authorities, Civil Society Policy Advisory Board and the Kane Arena Civil Association explained the collaboration between the Finnish communes and third sector, in a survey. The results of that survey were announced at the Democracy Day seminar in Helsinki 13/10/2015.

Both reports imply that the communes are welcoming cooperation with associations and organizations. Communes see NGO's as important partners, and recognize the importance of the work of the volunteers and organizations. In Central-Finland cooperation is carried out at present, especially with senior citizens-, residential-, youth-, sports- and village associations, whereas, for example patients' and multicultural organizations are just not listed. In the national survey, in turn, the social and health side roses a significant role in organizations mentioned by the partners in local government.

The communes in central Finland hope for more enhanced cooperation with NGO's in the future, especially when it comes to service production. Also in the nationwide survey, production of public services emerged as a major issue, but the role of the third sector was seen alongside public services, not to replace them (Yhdistystori 2015).

## 1.1 Public support for associations in North Karelia

One example of effective collaboration between authorities and NGO's in sparsely populated areas in Finland is the one in North Karelia, a region in eastern Finland. North Karelia's local authorities issued during 2014 the provincial associations a total of 6.7 million euros in the form of various grants and partnership agreements. About a thousand associations received grants. This is shown in the "Municipalities & Society allowances and co-operation in North Karelia 2014"-survey that was carried out by the North Karelia Villages Association. The report is the first comprehensive summary of the local NGO co-operation in North Karelia.

It appeared that there were big differences between different models of local government support. For example, the main general grants were distributed in the cities of Joensuu and Lieksa, and particularly in the social and health organizations, the subsidies were significant. In third came Kontiolahti. Among the municipalities that showed the largest supported for the activities in the villages rose Joensuu, Ilomantsi and Kitee.

Finnish Association of Communes aims based on recent publications clearly to activate the communes. Ritva Pihlaja writes in her report, *Kolmas sektori ja julkinen valta (The third sector and the public authorities)*, that the ongoing change in the municipal and service structure have changed the cooperation quickly and this is why the communes do not have a clear picture of how to collaborate with the third sector. The problems are manifested in the projects for example in procurement, methods and operating grants. This would require a systematic and coordinated planning, based on the principles of the definition of co-operation. In 2010, about 30 percent of the communes were following some sort of NGO strategies. All of the communes that were investigated are located in the Finnish countryside (Vuoristo 2015, 59.).

## 2. Example of good practices

In order to clarify the choice of our examples of good practice, it is pertinent to briefly describe our organization.

The Finnish-Swedish Youth Association was established as a non-political, national youth association in 1906 to advance the interests of the Finnish -Swedish (Swedish speaking people in Finland) youth associations.

Today the main mission is to give the member associations every kind of service;

- Information about youth work
- Service concerning amateur theatre
- Proposals of project activities
- Observe the economic support of government authorities and other important issues valid to activities for the members and young people
- Help the members to restore and keep buildings of the local associations in shape

Among all the activities, theatre has become the most popular. FSU supports the theatre groups (about 100) with information, plays and copyrights among other things. FSU wants young people to have a chance to lead active lives, get in contact with youth in other countries and to create knowledge about cooperation between organizations.

The members (district organizations) are:

- Nylands Svenska Ungdomsförbund r.f. NSU - 108 youth associations
- Svenska Österbottens Ungdomsförbund SÖU r.f.- 106 youth associations
- Åbolands Ungdomsförbund ÅUF r. f. - 31 youth associations
- Ålands Ungdomsförbund r.f. ÅUF - 21 youth associations

Because three of these districts, namely all except Ålands Ungdomsförbund, struggle with urbanization, we have chosen to interview people from these three districts (two from Svenska Österbottens Ungdomsförbund). Åland is different in the sense that there are no major cities there; the whole island is basically sparsely inhabited. Therefore, we didn't consider that it is reasonable to use the district in the study.

### *2.1 Rangsby Ungdomsförening Fagerö r. f.*

Rangsby Ungdomsförening Fagerö r.f is placed in Närpes, Ostrobothnia region in Western Finland. Interview with the associations chairman Christina Enholm



The gate to the association's area in Närpes

Rangsby Ungdomsförening Fagerö r.f is a youth association in Närpes. The association is run entirely by volunteers. They have about 200 members in the association. The most important part of the activities is the log dances that are organized in the summers by the

pavilion, which is beautifully situated by the sea. They have an average of about 1,200 visitors / dance. The association also arrange large flea markets, and the pavilion can be rented for weddings, family reunions and more. The association is very seasonal with limited operations during the winter months.

A challenge when being active in rural areas is that the distances become longer in terms of both the events visitors and goods that needs to be transported to the site. Then again, they think that the feeling of really being part of a community might be stronger in rural areas in comparison to associations in more urban areas. People feel that they are working for themselves and their own community and everyone is committed to 100 percent.

An example of activities that Rangsby uf have had, that have gathered many people in their operating environment are the log dances. They organize six dances per summer. These usually attract about 1200 people. They also organize so called archipelago – flea markets that has had an increasing number of visitors in recent years. They usually have about 140 tables with vendors. It is important to have activities that include everyone in the community. That way you get almost automatically new members.

Still, they face some difficulties in their organization. As many others, they have difficulties getting the economy rolling. Someone must always find time to apply for grants and so on. Another challenge is the old association house that constantly requires some form of renovation. To further improve their operations, they would need more money. Many ideas fall because of financial reasons. They should extend the season to get better economy, this would require that they winter insulate the clubhouse, but they lack funds for renovation. They also need more voluntary workers. New projects are often costly in large associations, for that reason, they need bigger investments and more hands. One important thing to remember when looking for grants is to search together with other organizations. Donors often want to support large collaborations.

## 2.2 Skäriteatern

*Skäriteatern is placed in Närpes, Ostrobothnia region in Western Finland. Interview with the association's chairman, Johanna Karhulahti*

Skäriteatern was founded in 1993 as an ambulant summer theatre. In 2013, the Association got their own venue, Brännkull, which is located by the harbour in Replot. The association has about 25 active adult members and about 40 active children.

The chairman Johanna Karhulahti really like the fact that the association is active in a sparsely populated area. Everyone knows each other and supposedly, it is difficult to determine if you hang out as members of the association or just as friends. In sparsely populated areas, there is not much activity, so it is quite easy to gather people for various events. People simply seem to have nothing else to do.

One example of activities that Skäriteatern have had, that have gathered many people in their operating environment are the summer theatres that attract the whole neighbourhood. People who have moved away from the area will often travel back "home" for these

events. The main challenge that the association faces is the lack of people. There simply are not enough free hands.



Picture from the association's venue, Brännkull during a play

The will is there, but there does not seem to be enough time to realize their ideas. They think that cooperation is crucial when you work in organizations in rural areas, and they always try to involve as many associations as possible in their projects.

### 2.3 UF: Kamraterna

*UF: Kamraterna is placed in Sipoo, Uusimaa region in Southern Finland. Interview with associations chairman Niklas Lindqvist*

The association, UF: Kamraterna was founded in 1951 and has about 400 members. The association shall endeavour to organize meaningful activities for their membership in the clubhouse or nearby places. The ordinary activities are divided into three sections, "Sports and Exercise", "Leisure and Youth" and "events and functions."

Also in this organization, the distances seem to be an issue as the stretches are a bit further out in the rural areas. Then again, they like the fact that associations often seem to have their own house in the more sparsely populated areas. That's rare in urban areas.

Over the past year we UF: Kamraterna have organized movie theatre evenings in the clubhouse. These have attracted up to 40 participants. They applied for a grant to pay for the permissions needed, and the municipality have been helping to get it all to work. Usually they also organize various athletics events and theatre trips. Last year they organized about 280 events at the clubhouse. The key seems to be to offer a broad range of activities for the inhabitants in the community, even during the winter months.



The association house Träskberga

The greatest challenge here seems to be that it happens so much these days. The competition for the young people's time is hard. Another problem is the clubhouse that constantly requires new renovations. They should now renew the roof and that will cost about 40,000 euros.

Another challenge that the association has in common with many other associations in the sparsely populated areas, are the members that are rarely changed. The ideas are running low and they rarely seem to renew their activities. They would need new enthusiasts to the association. They also lack a functioning division of labour as they have difficulties knowing who is doing the various tasks within the association and things often remain undone.

## 2.4 Vänö Vänner

*Vänö Vänner is placed in Kimitoön, Archipelago Sea in the Southwest Finland region. Interview with the associations chairman Mikaela Venberg*

This association was registered back in 1997, and they have nearly 300 members. The activities are highly seasonal, and they arrange log dances and children's day-care during the summer months. Even here, there are complaints of the distances being very long which may hamper operations. Logistics simply are costlier and harder out there in the boonies. Still, the chairman Mikaela Venberg is convinced that people in associations in rural areas are more concerned about their associations and are willing to help whenever possible.

Also in Vänö, the log dances gather many people. The association is a large one and most of the people in the area have some connection to it. That is probably why their events gather so many locals.

As the island mixes summer visitors and people living on the island all year, the main difficulty lies in communication between these two parties. People, who only live on the island during the summer months, look at things with different eyes than the islanders who live year round on the island. Everything tends, however, be solved without major conflicts.

To improve the operation Venberg would like new visions for the association, as it seems that the ideas are running low and they suffer from lack of enthusiasts.



Image from the scenic archipelago in Vänö

In recent years Vänö Vänner have had volunteers during the summertime. These have been coming from Romania among other countries through the organization CIMO's project: European Voluntary Service (EVS). They also have via the project sent several of their own members abroad to volunteer. By sending members on exchange abroad and receiving volunteers from abroad for a certain period, the association has managed to get new influences that help to maintain an innovative way of working and prevents getting stuck in old patterns.

### 3. Conclusions - needs and challenges faced by culture volunteers in Finnish rural areas

Associations have long been aware of the fact that expanding the funding base is essential, but it has been proven very difficult in practice. Efforts to increase revenues of service production and from the organizations activities and finding new sources of funding have proven to be very challenging especially in rural areas. In addition, there is a risk that the organizations in such situations are considered to be engaged in business activities. Producing services with project funding is seen as too short-lived, temporary, and a lot of extra emitting means to work.

From the perspective of rural municipalities and the government, non-profit activities and the demarcation of business are not so much a question of tax or competition law but, above all, a socio-political question. The reform of the wage subsidy is threatening several service delivery organizations and in that regard, the effects can be a very far-reaching from the perspective of the residents.

According to a report by The Ministry of Employment, the employment opportunities that are offered by the third sector plays a significant role in supporting the elderly living at home (home, janitor, food service, cleaners, etc.), support for school children and families in everyday life, as well as environmental issues and waste disposal. It should be noted that the decrease in service organizations have left a significant resource gap in the care of the elderly, training and youth action social services, and municipal environmental services. It is reported that, for example, the effect of the social and health-oriented EU competition law is greater than the municipalities own laws of legislation (Pihlaja 2010, 64.).

Another significant risk when it comes to NGO's in the Finnish rural areas is the fact that the population is constantly moving toward urban municipalities. The so-called urbanization has continued steadily since the 80s ([www.findikaattori.fi/sv/56](http://www.findikaattori.fi/sv/56)). At the same time, I believe that NGO's play an important role in the attempt to retain the sparsely populated villages. The Association helps to create that feeling of really belonging to a community.

Something that seems to be a recurring challenge among organizations in the boonies is to get away from the same old routines and get some kind of innovation in the activities. If you are active in a sparsely populated area, it is rare to get outside influences, and several of the associations that we interviewed was actually talking about the risk of getting stuck in the same old rails.

Several of the people we spoke to during the interviews wanted to see simpler models when it comes to applying for grants, or instruction for how to apply. People who are active in voluntary culture associations have day jobs and seldom have time for a lot of extra paperwork. Another typical problem is the division of labour within the organizations. In several cases, there is not the structural framework for how the economy should be managed, but most are made entirely without funding. Besides, e.g. repair of the association house, which often remains undone because of lack of money.

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# Competence survey in Estonia

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By Heleri Huuse researcher  
and Ena Drenkhan Karin Küttis, Tartu Folk High School



## 1. Training needs of culture workers

The survey is conducted by Heleri Huuse, the master degree student of the University of Tartu in culture management.

The aim of the study was to find out which possibilities and needs are for training of culture workers. The survey has been made in cooperation with [The Folk Culture Centre](#) (it was their order). The survey is made using Google Form. There are multiple choice questions and open questions. Until September to December 2016 there have been 139 respondents. In this report we focus only on the training needs of culture workers.

## 2. Estonia at a glance

**Official name:** Republic of Estonia

**Head of state:** President

**Government:** parliamentary democracy

**Currency:** Euro (€)

**Memberships:** EU, NATO, OECD, WTO, Eurozone, Schengen area

**Total area:** 45,339 square km neighbouring Finland, Sweden, Latvia and Russia. Almost 50% of Estonia is covered by forest. Estonia is divided into rural municipalities, counties & towns. The regional level of local government includes 15 counties.

**Population:** 1.31 million (2016).

**Capital:** Tallinn (423,000 inhabitants)

**Other major cities:** Tartu (94,000), Narva (58,000), Pärnu (40,000), Kohtla-Järve (36,000)

**Language:** Estonian. Other languages such as English, Russian and Finnish are also widely spoken. The cornerstone of Estonian culture is the Estonian language.

Despite its small population there are about one hundred different nationalities and ethnic groups represented in Estonia. Outside of Estonia are living about 20% of Estonians. Ernest Hemingway has written that in every port in the world, at least one Estonian can be found. (This speaks volumes about the nation's enterprising spirit.)

(Estonian Investment Agency:

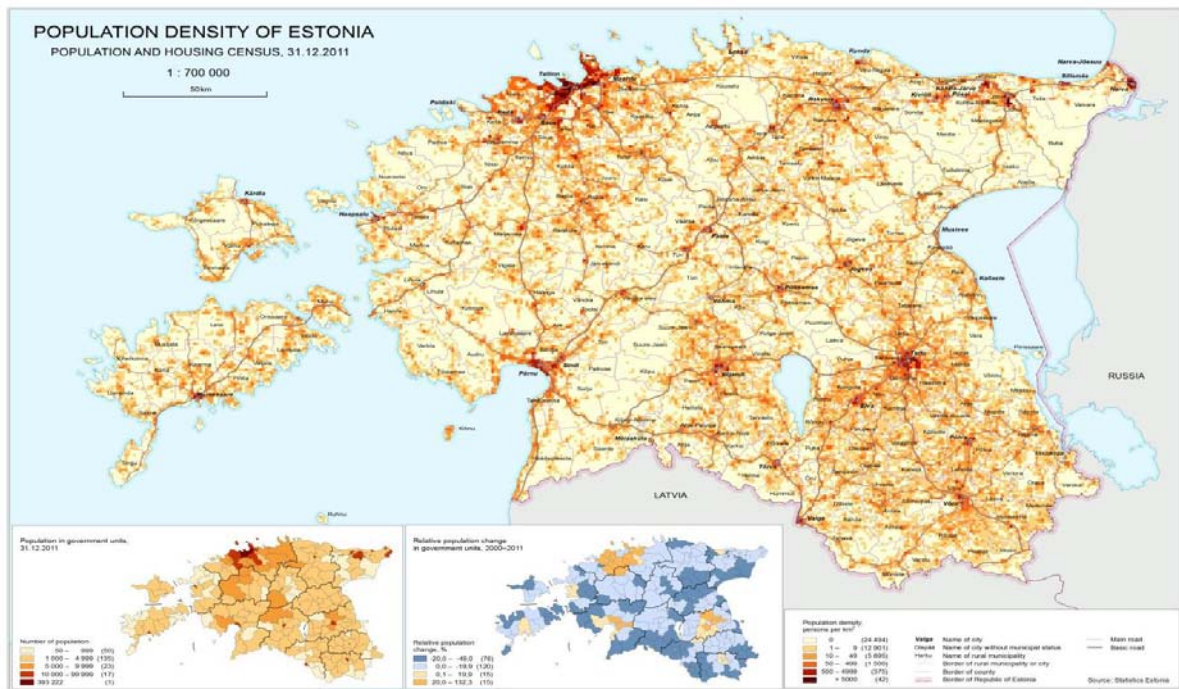
<http://www.investinestonia.com/en/about-estonia/estonia-at-glance>)

### 3. Population density in Estonia

The average population density in Estonia is 30 inhabitants per square kilometre. In the previous census in 2000, the population density was 32 inhabitants per square kilometre. The average population density in EU countries is 117 inhabitants per square kilometre. Malta is the most densely populated EU country with 1,316 inhabitants per square kilometre.

Compared to Estonia, only Scandinavian countries and Iceland have lower population density. In Latvia and Lithuania the average population density is 36 and 52 inhabitants per square kilometre, respectively.

The grid map based on the 2011 census visualizes the residential distribution of the Estonian population. Larger cities and their hinterlands can clearly be distinguished on the grid map. This distributional pattern is influenced by natural conditions – large wetlands and woodlands are uninhabited, and population density is greater near the roads.



Population density,  
persons per km<sup>2</sup>

0	(24 494)
1 – 9	(12 901)
10 – 49	(5 895)
50 – 499	(1 500)
500 – 4999	(375)
> 5000	(42)

<b>Valga</b>	Name of city
<b>Otepää</b>	Name of city without municipal status
<b>Harku</b>	Name of rural municipality
—	Border of rural municipality or city
—	Border of county
—	Border of Republic of Estonia

—	Main road
—	Basic road

Source: Statistics Estonia

(Statistics Estonia: <http://www.stat.ee/news-release-2013-017>)

In conclusion we could say that almost whole Estonia (except Tallinn and Tartu) is sparsely populated areas. And Estonia is one of the most sparsely populated countries in Europe.

## 4. The cultural life and policy in Estonia

Estonia is full of culture and cultural events and Estonians love to attend them. It is not uncommon that locals agree to meet up for a show instead of a beer (or have both).

Estonian culture has a strong German influence. Estonia's culture has been influenced by the adjacent area's various Finnish, Baltic, Slavic and Germanic traditions. Former dominant powers Sweden and Russia have also influenced the cultural development.

Compared to other Europeans, Estonians are very active theatre and concert visitors. On the other hand they are that keen on attending sports events. Traditional handicrafts and dances are popular among Estonians. Estonians love to sing and are proud of their singing history. [The Estonian song and dance celebration](#) takes place next time in June-July 2017 and is definitely worth visiting! Even if you are not into singing and dancing yourself the incredible atmosphere of the event is one in a lifetime kind of experience.

(Tallinn Travel Guide: <http://www.tripsteri.fi/tallinn/cultural-life/>)



The most popular and famous cultural events are Estonian Song and Dance Celebrations.

The calendar on cultural events in Estonia is available here: <http://www.culture.ee/en/>

The Ministry of Culture is responsible for national culture, sport and heritage conservation, it promotes arts, and coordinates the state's media policy, audiovisual policy, and the implementation of the integration strategy. The general principles of the cultural policy were adopted by the parliament on 12 February 2014 (Culture 2020):

[http://www.kul.ee/sites/kulminn/files/culture2020\\_eng.pdf](http://www.kul.ee/sites/kulminn/files/culture2020_eng.pdf)

The objective of the cultural policy is to form a society that values creativity by maintaining and improving the national identity of Estonia, researching, storing, and transferring

cultural memory, and creating favourable conditions for the development of a vital, open, and versatile cultural space and for participating in culture.

(Republic of Estonia Ministry of Culture: <http://www.kul.ee/en>)

The government supports:

- [The Folk Culture Centre](#),
- [Estonian Song and Dance Celebration Foundation](#),
- Some Central Folklore Associations (Umbrella organisations) ([Eesti Kooriühing](#), [Eesti Rahvatantsu ja Rahvamuusika Selts](#), [Eesti Rahvuslik Folkloorinõukogu](#), [Eesti Rahvakunsti ja Käsitöö Liit](#), [Eesti Harrastusteatri Liit](#), [Eesti Kultuuriseltside Ühendus](#)),
- Institutions for Specific activities include cultural spaces ([Võru Instituut](#), [Setu Instituut](#), [Kihnu Kultuuriruum SA](#), [Mulgi Kultuuri Instituut](#)) and
- Other supporting structures of folk culture (Eesti Pärimusmuusika Keskus) and other organizations like that.

## 5. The organization of cultural activities in Estonia

The next overview gives an example how the culture work is organized in Tartu County - based on an interview with Astrid Hallik, the specialist of the [Folk Culture Centre](#) in Tartu county and the head of cultural work in Tartu County Government.



In Tartu County, there are:

- 22 self-governments with 3 cities (Tartu, Elva, Kallaste) and 19 local municipalities
- 2 cultural centres
- 13 cultural houses
- 13 local government-funded cultural houses with cultural workers
- 5 community centres (NGO-operated houses of culture)
- 2 local governments have social workers responsible for local cultural work
- 3 local governments don't have a cultural work supervisor.

### *Leadership Style no. 1:*

Community centres registered as a separate entity (municipal cultural institution), have their own registration code and structure. Community centres are shown on the map below (darker houses and people on the figure).

*Leadership Style no. 2:*

Community centres (cultural houses) are not registered as separate entities, but belong to the municipality. Local government has a cultural worker, who works in the cultural house.

*Leadership Style no. 3:*

Cultural activities take place in the school house. The building is constructed in such a way that, during the day, it is the school and when the school is closed in the evening it becomes the cultural house that is not registered as a separate entity - the house belongs to the municipality. Local government has a cultural worker, who works in that house.

*Leadership Style no. 4:*

Local government has a cultural worker, who works where ever it is needed (school, kindergarten, library etc. There is no separate cultural house.

*Leadership Style no. 5:*

Local government has a social worker, who is responsible for local culture work. There is no separate cultural house.

*Leadership Style no. 6:*

Cultural activities are purchased in-services as required.

Exception: Three municipalities don't have culture workers and culture houses. Culture work is project-based.



Laeva Seltsimaja

In addition a lot of events and other cultural initiations are made by volunteers, mainly by local NGOs.

## 6. Examples of local non-profit associations (NGOs)

According to [the law](#) a non-profit association is a voluntary association of persons, where the objective or main activity shall not be the earning of income from economic activity.



*Boose Selts* (*Boose non-profit association*), is located in Võru county, in South-Estonia.  
<https://www.facebook.com/boose.selts?fref=ts>

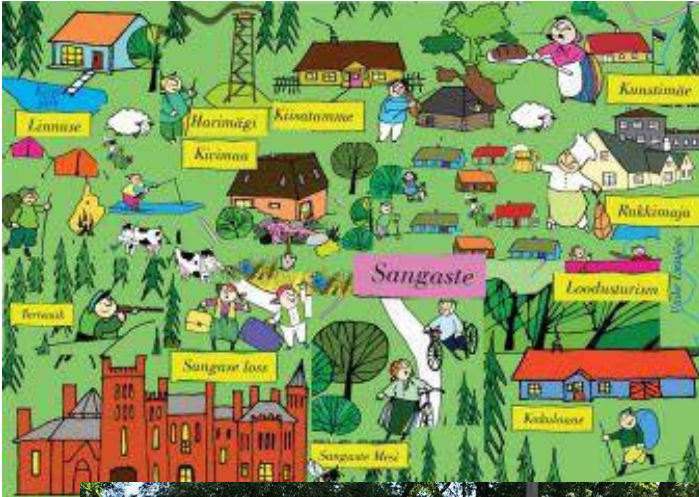
Until 1998 it was a women`s non-profit association. There are 3 members in the board and approximately 30 ordinary members. The association manages a large cultural centre, organizes different cultural events: parties for children, youngsters and adults, recreational activities, club activities ([media club](#)), conservation work (cleaning the local environment), workshops.

They are getting a small financial support from the local government, writing a lot of projects, getting money from participation fees and sometimes applying support from local enterprises.



Sangaste Rye Village ( [Sangaste Rukkiküla](#)), is located in Valga county, in South-Estonia, was founded as a non-profit association in 2001. The aim of the association and cooperation was to develop and introduce the local area.

First it was mainly a network of local farms, craftsmen and enterprises. At the moment there are 26 members: tourism, agricultural and food production companies, NGOs and active citizens as well. They are offering local products and organizing different events. Most popular are the Rye Day and Sport Festival.



## 7. Qualification standards in the cultural sector

Occupational qualification standard (OQS) is a document which describes occupational activities and provides the competency requirements for occupational qualifications and their levels.

Translated Estonian standards:

[http://www.kutsekoda.ee/en/kutsesysteem/tutvustus/kutsestandardid\\_eng](http://www.kutsekoda.ee/en/kutsesysteem/tutvustus/kutsestandardid_eng)

About Qualifications Framework:

[http://www.kutsekoda.ee/en/kvalifikatsiooniraamistik/ekr\\_tutvustus](http://www.kutsekoda.ee/en/kvalifikatsiooniraamistik/ekr_tutvustus)

About The Estonian Qualifications Authority (trademark - Kutsekoda):

<http://www.kutsekoda.ee/en/kutsekoda/tutvustus>

### *Occupational qualification - Cultural Specialist, level 4*

([Kultuurikorraldaja, tase 4](#)), valid until 19.11.2018

#### PROFILE OF SKILLS AND COMPETENCIES

The field of activity is to organize cultural and recreational activities of the residents in the area, creating opportunities for leisure, preservation of cultural heritage and local traditions. The work tasks depend on cultural and creative environment, degree of responsibility and the size of the organization. A cultural organizer creates opportunities to the residents to participate in cultural processes as creators and as consumers.

The cultural organizer of level 4 organizes and coordinates in the area the cultural activity, cultural events, participates in common projects, creates opportunities of activity for hobby groups and develops cooperation with different organizations.

Mandatory competencies:

- Planning area's cultural life;
- Organizing and mediating cultural events;
- Organizing and coordinating recreational activities of the area;
- Marketing of cultural events and activities.
- Optional competencies:
- Management of cultural projects;
- Management of organization.

#### RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE:

cultural organizer; cultural worker; cultural work specialist; cultural work coordinator; cultural work organizer; artistic conductor; community centre director; culture house director; culture centre director; leisure centre director; specialist of folk culture; club house director; village centre director; effective manager of a non-profit association; parish cultural leader; event organizer.

### *Manager of Cultural Activities V (Kultuuritöö juht V), valid until 2013*

#### PROFILE OF SKILLS AND COMPETENCIES:

- Planning area's cultural life
- Organizing and mediating performances, concerts and cultural events (theatre, music, art)
- Initiating and coordinating cultural projects by taking into account the cultural and historical background and the historical continuity of the area
- Organizing and coordinating recreational activities and education of the area
- Development and implementation of new cultural services
- Marketing of cultural events and activities
- Arranging organization's management and economic activity

#### RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE:

Artistic director, specialist of cultural activities, coordinator of cultural activities, methodology of cultural activities, manager of cultural activities.

# Competence survey in Denmark

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By Bente von Schindel, President  
Musisk Oplysnings Forbund – DK



## Foreword

*"It was lovely summer weather in the country".* So began the Danish author Hans Christian Andersen his fairy tale "The Ugly Duckling". But the reality of life in the countryside of Denmark in the sparsely populated areas, and in the villages – are described by the village researcher Jørgen Møller – as being:

*"Education, cultural offerings, prices, public service, health - in many parameters are ... far behind."*

Jørgen Møller sees this development as a clear step away from the idea, that everyone should have equal opportunities:

*"We have had an idea that one should be able to live a good life everywhere in Denmark, but it seems to have been somewhat difficult".*

Jesper Samson from the Danish newspaper "Information" wrote in an article that:

*"A common feature of peripheral areas is that they are mostly located relatively far from the major urban centres in Copenhagen and Jutland. This means that "peripheral Denmark" from many views is going in a gentle curve through the Northern, Western and Southern Jutland over the islands in the South, Lolland-Falster and Bornholm. Often there are also included some municipalities in Funen and Zealand".*

It is a gentle curve also known as "the rotten banana", which together with other negative words stigmatizes the areas that are less populated. And when the media today talks about life far from the big cities, it's mostly about decay, unemployment, the closure of schools and shops as well as a lack of transport opportunities.

There have been many initiatives to try to change this. Among other things The Danish Government has moved 3,900 state jobs out to the provinces in the hope that it can help so people don't leave the villages.

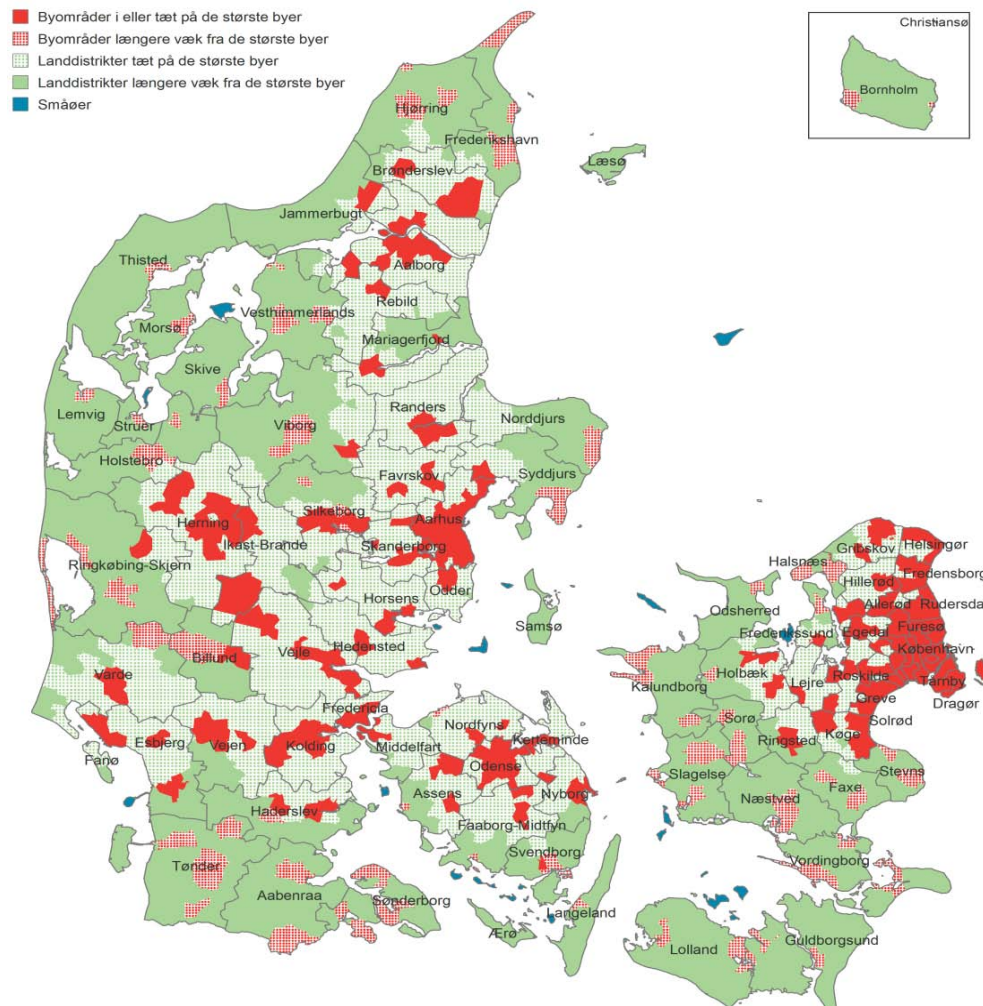
But whether these actions will help, remains to be seen. Professor Flemming Just, Director of the Centre for Rural Research at the University of Southern Denmark says, that:

*"There are clear doubts about which buttons must be pressed. Various solutions are proposed without any proof of what works. It is also my impression of the political debate at the moment that politicians are facing the same problem."*

Locally, some villages - often led by local enthusiasts – have tried to choose another way, by working together in self-managed communities with art and culture as the focal point.

# 1. The situation in Denmark

In this report, we'll try to find out about the solution to the problem: That these areas are not attractive for a settlement. Is it to create a better community through art and culture? For the exploration of this issue is used a survey prepared by an expert in the field and interviews with local volunteer



## Types of areas

- Urban areas in or close to the main cities
- Urban areas further away from the main cities
- Rural, close to the main cities
- Rural further away from the main cities
- Islets

## *Reprioritisation of Urban Renewal Framework*

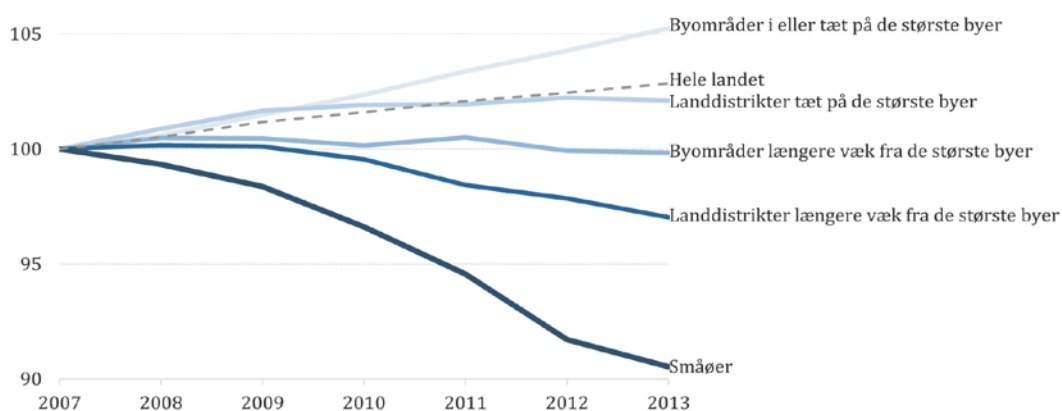
Rural and remote areas in Denmark are nowadays facing several major challenges. The most significant challenge is that several of them lose citizens, while the large cities grow.

Another major challenge is the current economic situation. The Government has therefore - supported by all parties in Parliament - completed a reprioritisation of urban renewal framework and implemented a number of initiatives for the benefit of rural and remote areas, so that more resources are targeted small towns. These include allocates to the demolition and renovation of poor housing in the countryside and it gives municipalities new, simpler and improved opportunities for stimulating settlement and realization of industrial initiatives in disadvantaged parts of rural areas, including by allowing the establishment of business and second homes in all redundant buildings in these areas, contribute to the improvement of public transport in remote areas and to provide a well-developed mobile and Wi-Fi infrastructure across the country.

There are two types of rural areas in Denmark

- Rural, close to the largest cities: These are areas where more than half of residents living outside cities with over 3,000 inhabitants and within half an hour drive from one of the largest urban areas in the country.
- Rural further away from the main cities, i.e. areas where more than half the population living outside cities with over 3,000 inhabitants and more than half an hour from one of the largest urban areas in the country.

### Indexed population growth (2007 = 100)



### Demographics

In the period of 2007-2013 the Danish population increased by 2.9 %. Demographics, however, has been negative in rural areas further away from the major cities (-3.0 pct.), Where in the period were 24,000 fewer people, and slightly negative (-0.2 %) in urban areas further away from the largest cities.

Conversely, it is striking that in the same period we have seen a considerable population growth of 2.1 % in rural areas close to major cities, equivalent to almost 15,000 more citizens. In urban areas in or close to major cities, population growth has been even greater (5.3 %). Equivalent to just over 165,000 more people.

## Population, 1 January 2013 and development from 2007 to 2013 by region types

Region types	Number	Pct.	Changes
Urban areas in or close to major cities	3,313,491	59,1	5,3
Urban areas further away from the main cities	759,210	13,6	-0,2
Rural areas close to major cities	711,101	12,7	2,1
Rural areas further away from the main cities	801,352	14,3	-3,0
Islets	4,329	0,1	9,5
<b>The whole country</b>	<b>5,602,628</b>	<b>100</b>	<b>2,9</b>

## 2. Examples of good practise

### 2.1 Guldborgsund Municipality

#### 1. Moving

More people move from than to Guldborgsund Municipality throughout the period of 2008 - 2012. The municipality experiences that every year more people are moving from than moving to the municipality.

#### 2. Young people

It is especially the young, moving from Lolland-Falster to the major cities due to education and employment. In Guldborgsund the largest net emigration in the age between 20 and 24 years is seen. Net emigration from the other age groups is, however modest. In 2011 and 2012 38 % of young people moving from the municipality in training or employees aged 15-29 years (3,598 out of a total of 9,447 relocations).

#### 3. Young women moving

In line with trend at the national level more young women than men are moving to the cities to get an education. In relation to gender, it is worth noting, however, that more men than women in the municipality are moving to and from. Men additions and tenants moving neutralises each other so that the level of net emigration of women and men over time is approximately at the same level.

#### 4. Newcomers Group

Pensioners, early retirement and social assistance recipients make up a large newcomer group. Thus, there are a higher proportion of newcomers than of relocations, with these groups. At the same time there are relatively more relocations than newcomers in the group of pupils in education and employees in the municipality.

Both newcomers and relocations to Lolland-Falster have lower education and income levels than the national average. 42 % of newcomers have primary school as highest educational levels, while the average applies to approximately one third of the population nationwide. Similar trend applies to the relocations. At the same time there are in case of

Guldborgsund Municipality more relocations than newcomers who have taken the upper secondary and vocational upper secondary education before they move.

These witnesses all in all that many vacating the area to educate themselves and find employment, but less return to the area after the short, medium or higher education. It is noted, however, that more in a professional training are moving to the municipality than moving away.

In the years 2008-2012 there are more 50-64 year olds, moving to than from Guldborgsund Municipality. This group is the only one that has a positive net immigration throughout the period.

## *2.2 Art and culture as development potential*

The Municipality of Guldborgsund already has found that better cultural and leisure activities, according to many in the group of relocations over 50 years could have helped to maintain in the municipality.

In a research by Oxford Research it is demonstrated that when seniors reach a certain age and become less mobile, the beautiful scenery and the quiet surroundings are not enough in everyday life. For this group there is a demand for cultural and recreational activities.

Other analyses, including an analysis by *Center for Culture and Experience Economy* in Denmark and *Wonderful Co-gen* show that it is central to people that "something is happening", where they live, so that the city they live in, is not just an empty frame.

Events and cultural activities help both to strengthen the feeling of belonging to a city or a local area and to create commitment and identity in order to want to spend time in the city and the area you live in. When you have been involved in a cultural event, the city or area there is a positive value added, and it may ultimately contribute to resourceful citizens and businesses remaining in the place.

## *2.3 Refused to surrender in Horbelev*

In North-eastern Falster, an area of 125 km south of Copenhagen, there is a small town, Horbelev, which only has 587 inhabitants. The nearest big city is Nykøbing with 16,500 residents which is 16 km from Horbelev.

Horbelev was previously similar to other villages in the area marked by emigration and decline. But the town has reversed this situation. Previously there were 33 unsold houses in the city. Today there are only 10, and the population has increased by 37 inhabitants since 2009.

It is now known beyond the municipality's borders of Guldborgsund, that the citizens of Horbelev on the northeast Falster have refused to surrender to the negative developments that have otherwise offered many dramatic stories the death of villages and their inhabitants escaping from peripheral Denmark.

The 587 residents of the city have for many years acted as enthusiasts who struggle to hold on to a lively and varied community life with the energy to create positive experi-

ences and a coherent community. An example is the transformation of the city's former elementary school into a new rallying point for the entire city.

### *2.4 The Association of the Future of Northeast Falster*

Horbelev School was closed 10 years ago and had been until 2009, run as an independent school. But as the independent school also closed, a group took initiative to hold public meeting, where they wanted to take action.

About 250 interested people attended. Subsequently there have been workshops held, which had led to the setting up to 10 different interest groups covering the themes of: the elderly, Tourism & Business, Sport, Nature & Outdoors, Arts, Culture, Hesnæs Port & Beach, Children & Youth, Village Centre and Urban Renewal. There were a myriad of ideas in each group and coordinators for all groups were subsequently appointed. Also “The Association of the Future of Northeast Falster” and “Northeast Falster Investment Fund” was formed.

Through the Investment Fund the school building was purchased and “The Association of the Future of Northeast Falster” established in 2011 in the village centre in the former school. In the village centre is room for the association of theatres, the associations of art clubs, exercise association, kids club, thrift store, pizzeria and much more.



### *2.5 An ambitious conversion of a closed school*

The facilities in the old school were far from perfect for the variety of activities and users. Therefore “The Association of the Future of Northeast Falster” tried to search for funding for the village centre in order to realise a development project based on the conversion of the closed school for new purposes.

Unfortunately the project could not on the selected criteria compete with the other three buildings that were selected to proceed in the planned development, but the centre received some funding despite this as residents themselves took the initiative and developed a number of activities with a fine blend of art, culture and other activities in the old school. It was even possible to integrate various other local companies into the project, and it is a fine example of an ambitious conversion of a closed school.

## 2.6 So no more talk in Horbelev

Torben Stjernholm, who chairs "The Association of the Future of Northeast Falster", says:

*"We look forward to moving forward with the development of the village centre. We have many local users at the centre today and expect to create a true culture farm that will mean that far more from Northeast Falster and the surrounding cities will find their way to Horbelev. The expansion of the village centre allows us to create more events and exhibitions, than we have been able to accommodate. We already see now that there are several newcomers who are attracted to our project and we are aiming to stop the exodus of Northeast Falster.*

*We want to develop our beautiful area and the social community to the benefit of all residents in Northeast Falster. We will bring together the residents about various activities and make it a very attractive place to stay. We want to get as much interest in the area, that businesses, new residents and tourists find their way here. Northeast Falster must be a role model for rural development in Denmark. So no more talk of peripheral Denmark, village death and the rotten banana in our part of the country!"*



The purpose of Northeast Falster Futures Association is

- To safeguard the common interests of Northeast Falster internally and externally, including social and cultural activities
- To place great emphasis on children and youth work outside the sports club, including creating and supporting activities for children and youth
- Creating and supporting a vibrant community
- To attract active and engaged residents to our area
- To attract businesses to the area
- To convene the members to discuss the activities and developments in the area at least twice a year
- To create service
- To participate in municipal working groups or ad hoc committees

## 2.7 The Old Library in Ejby (Køge Municipality)

It has – due to Danish legislation for many years been possible for the residents of Ejby a small village with 3,200 inhabitants 9 km outside the town of Køge - a city of 37,000 inhabitants. Køge is situated 45 km from Copenhagen - to start an association of volunteers

who are in charge of activities with professional artists e.g. concerts, theatre, exhibitions etc. and more associations have been set up with a democratically elected boards, and with local support and designated rooms for their activities.

But in March 2013, there was a significant improvement for residents in Ejby - as the president of the local cultural council succeeded in acquiring the disused library and created a community centre in cooperation with residents of the city. It became a cultural meeting and gathering place that would have cultural and educative activities in order to strengthen the community in the small town and in order to encourage residents to remain in the city and perhaps even attract new residents.

The municipality was interested in the idea and agreed to cover the cost of improvements to the building and maintenance of the alarm system. In addition, the municipality would be responsible for all exterior maintenance.

The library agreed to let most of the furniture and books remain in order for the community to continue to be able to borrow books. The collection of books was also supplemented with books from another disused library nearby.



## *2.8 A trusting community*

All citizens of Ejby are welcome in the house. You pay a membership (which is cheap) and receive a key to the house. This means that you can use the house during business hours, but also during the evening where the last person to leave the house is responsible for locking up. By thus giving all the responsibility for the house to the residents themselves they also feel valued as members of a trusted community.

As a member you can engage in various activities that are mostly initiated and controlled by the members themselves, and they consist for the most part of artistic and cultural activities such as the following:

- Changing art exhibitions, theatre performances, concerts and lectures on a variety of topics throughout the year. Theatre performances and concerts are often for the whole family so that the children get used to visiting the house.
- Courses in genealogy and IT.
- Summer workshops in theatre and music for children.
- Throughout the year, as a member, you can borrow all the books you want. There is no control of the loans. It is up to the members themselves to arrange for the return. This part of the function is based on mutual trust that makes everybody feel

it's their house. It may also be this level of confidence that means that many members leave their own books on the library shelves, so others can benefit from them.

- In addition to the activities mentioned there are meeting rooms, reading rooms and a kitchenette available to members and all associations in the city can book meeting rooms for free.



Most importantly, however, is that the existence of the house means that arts and cultural activities in the city have grown and that the community has strengthened the resident's identity as citizens of Ejby.

## 4. Conclusion

The launch of the arts and the cultural activities here described consisted of forming a democratically structured association. There is more than a 150-year-old tradition of forming associations in Denmark. It is said that every Dane is a member of at least 3 associations, and it is probably not entirely wrong. The association structure is very well respected in Denmark - and in general across all five of the Nordic countries.

The associations are what we call "small democracies". There are places where people, using the rules of democracy, can change anything and this is where the main democratic learning takes place and where you learn to take control over your own situation in everyday life.

Increasing engagement and influence is equal to a reduced feeling of powerlessness. This also applies to the activities referred to in the above examples. When you can act on a problem, you remove the feeling of impotence. You become one of the owners of the project that is built up jointly and in a democratic spirit. Therefore, it is perhaps precisely activities like art and culture in associations where everyone is involved and where people can create a positive and coherent community that is needed to solve the depopulation problems in Denmark.

Both of these examples show that something is done to keep life in sparsely populated areas. As an organization, we can facilitate the process for other cultural associations that want to make an effort. We can from the known examples find out what has to be the strength of the process and what the volunteers lack of skills to succeed with a project like the ones mentioned.

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## *Links*

Nordøstfalsters Fremtidsforening: <http://www.nøf.dk/>

Ejby Medborgerhus: <http://www.ejby-medborgerhus.dk/>

Center for Culture and Experience Economy in Denmark:  
<http://eusupport.dk/en/list-of-advisors/center-for-cultural-and-experience-economy>

# Core competences & recommendations (for the curricula)

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## Island

Education and/or training: "How to run a volunteer-based activity in rural areas":

- Online- and web-based communication tools (social media) for internal communications
- Project funding; seeking grants
- Project management and human resource management
- Marketing, publicity for cultural projects and groups
- Small-business base-training (debit-credit)
- Inform about formal infrastructure in local area (collaboration with regional educational and cultural institutions)
- Inform/educate about population, rural development and state of local economy (where volunteer works)
- Cultural diversity / Living in a multicultural community

## Finland

- Education in seeking grants and contributions
- Education in managing the economy through a purchased service on commission
- Education in economic, social, and cultural potential in sparsely populated areas
- Greater collaboration provides greater contributions
- Benchmarking
- Cooperate also with urban associations to attract their "audience"
- Do volunteer exchange both nationally and internationally to gain new insights and influences
- Make certain that there are benefits for association members within the community
- Package the operation for various potential sponsors
- Focus also on small details regarding the association external - Branding

## Estonia

- Project management
- Marketing, advertising
- Leadership, involvement, team work, motivation of team members
- Computer competencies
- Graphical design, designing, figuration
- News, updates in the culture work
- Decoration, interior design
- Installation of the sound and light equipment
- Management, leadership

## Denmark

- Knowledge about why activities within art and culture are important for sparsely populated areas
- The ability to articulate this knowledge to politicians, foundations and citizens
- The ability to manage a project
- Knowledge about how to apply for funding
- Knowledge of the importance of civil society and its role in relation to the municipality
- Knowledge of working with social media and internet communication
- Knowledge of accounting
- Knowledge of tourism
- Knowledge of trade



## **Nordplus Report. Competences of Culture Volunteers in Sparsely Populated Areas**

**This Report has been made in the framework of the 2-year project, entitled “SPARK – Curricula and training for culture volunteers in sparsely populated areas” supported by the Nordic Council of Ministers' Nordplus Adult Programme.**

**The project idea is to develop new curricula and courses for culture volunteers in sparsely populated areas to provide new cross-culture opportunities for the local communities with an added value for civic participation, community bonding and local identity.**



**MOF forlag**

