

Press release 12 September 2019

The finalists for Årets Landsbyggare 2019 elected

The finalists for the prestigious award Årets Landsbyggare 2019 in four categories have been announced. For the third year running Leader Höga Kusten are acknowledging the rural heroes in Höga Kusten. The driven entrepreneurs and other stakeholders that establish the area and further the local development – the Landsbyggare – are the ones who build the country. The winners will be announced on 26 September at the time of this autumn’s major entrepreneur events in Höga Kusten.

- We have received so many nominations – close on 70, says Jenny Edvinsson, head of operations Leader Höga Kusten. The public was invited to nominate and it is obvious that there is a lot of pride in the work taken on by entrepreneurs, associations and other individuals with strong drive invest in order to develop their area.

The public nominate and a strong jury decides

Årets Landsbyggare is an annual award for someone who has made an effort towards building an active rural area in Höga Kusten and demonstrated a positive image of the entrepreneurial climate through the business or otherwise. The winners are elected in four categories. This year the nomination process has been open to everyone in Höga Kusten and the board of Leader Höga Kusten, also called LAG, constitute the jury and vote on the winners in each respective category. LAG consists of 16 representatives from the four municipalities of Höga Kusten, representing the local business offices, the regions, the tourism sector, ‘green’ sector organisations, Västernorrland sports clubs, associations, and business organisations from the entire Höga Kusten. (Here you can see the delegates and the organisations they represent).

Landsbyggare are acknowledged all over Sweden

- This year is especially fun since our Landsbyggare are acknowledged all over Sweden, says Eva Jilkén, project leader ‘Vi Landsbyggare’. The work on furthering the positive image of the rural districts and depicting the drive has been nominated as one of Sweden’s foremost efforts at place branding and finalists in the Placebrander of the Year award. (Read more about the nomination here: <http://leaderhogakusten.se/wp-content/uploads/2019/08/Vi-Landsbyggare-en-avSveriges-fr%C3%A4msta-satsningar-inom-platsutveckling.pdf>)

Årets Landsbyggare 2019

Årets Landsbyggare are awarded in four categories, the finalists are::

1) Årets Landsbyggare – Entrepreneur

Nominees: Strutsfarmen, Gerdal, Mats Löfroth, Hotell Höga Kusten & Björkudden Hotell & Restaurang, Marcus Edlund, Marcus Edlund Svets & Smide, Myckelgensjö.

2) Årets Landsbyggare – Association

Nominees: Sollefteå Skidor, Samverkandeföreningar i Edsele, Föreningen Urkult, Näsåker

3) Årets Landsbyggare- Attitude

Nominees: La Linda, Linda Hörnfeldt, Influencer, Örnsköldsvik, Jon Hillgren, Hernö Gin, Härnösand, Frida Karlsson, Skidåkare, Sollefteå

4) Årets Landsbyggare- Young Landsbyggare

Nominees: Paulina West, Lantbrukare och Influencer, Nordingrå, Robin Hörnkvist, Scenklart, Husum, Linnea Korpi och Peter Landgren, Facebookgruppen Sollefteå Ödehus
Finalisternas motiveringar hittar ni här!

Prize giving 26 September

The Årets Landsbyggare awards are announced on 26 September at Björkudden Hotell och restaurang – with the bridge Höga Kustenbron as a backdrop. During the evening the entrepreneurs, associations, and other parties interested in the rural districts of Höga Kusten will meet to socialize, mingle and strive for joint development. Limited numbers and registrations necessary.

MORE ABOUT ÅRETS LANDSBYGGARE:

For all information re criteria, programme and the nominees for Årets Landsbyggare 2019 see: <http://leaderhogakusten.se/aretslandsbyggare2019/>

Film depicting the ceremony 2018 is here: <http://leaderhogakusten.se/arets-landsbyggare-2018/> **Contact: Project leader Eva Jilkén tel. +46(0)73 946 46 20, eva@leaderhogakusten.se**