

## PROJECT PLAN LANDSBYGGARE

When starting the Landsbyggare project you will need to make a plan. In this the overall picture will become clearer and everyone involved will get a grip about what needs to be done, when and how. Below are a few headings that you can

follow, below some of them we have described the way in which we in Höga Kusten have worked with Landsbyggare. You can choose to follow these or do things your own way.

### 1. PRESENT POSITION AND CHALLENGES

**Describe your present situation.** What are the challenges that you need to overcome? Maybe through a SWOT analysis, maybe you have identified trends in Sweden or the world that you want to follow. Which image do you want to highlight or change?

#### EXAMPLE FROM HÖGA KUSTEN

*The SWOT analysis that formed the basis for Leader Höga Kusten's strategy points at a poor climate for entrepreneurs in the region and a negative image of opportunities in the rural districts. This result in combination with a shortage of job opportunities led to the improvement of the entrepreneurial climate as one of the primary focal areas. The image of the rural districts communicated by the media, such as Po Tidholm's documentary in combination with a negative communicated image of the opportunities facing the rural entrepreneurs reinforce the arguments to bring a change to this attitude. Through changing the attitudes towards the entrepreneurial climate in the rural districts of Höga Kusten we want to contribute towards creating an attractive area, capable of attracting capital, competence and driving force.*

*The strength in the organization culture and the entrepreneurial associations plays an important part in the rural development in Höga Kusten. There is however a need to regenerate and rejuvenate the associational structures. With this project we wish to inspire and provide the conditions for novel thinking and how to find new ways for the associations to interact with entrepreneurs, etc. Another angle is to engage young people to commit themselves to local development issues, a need which we will meet with inspiring communication and also by inspiring and portraying good examples from novel thinking associations.*

## 2. PURPOSE, VISION AND OBJECTIVE

**Set up a joint objective.** What do you want to achieve, what is important to you? Find quantifiable objectives and a vision to strive for. Thereafter list a number of strategies; i.e. how to achieve the objectives. What matters most in your work to achieve success?

### EXAMPLE FROM HÖGA KUSTEN

#### **Purpose**

*By creating a more positive view of the rural districts and the entrepreneurial climate within the operational sphere of Leader Höga Kusten an attractive area will rise, capable of attracting capital, competence and driving force.*

#### **Objectives**

- Competence rising through 'Landsbyggardag'
- Communication
- Opinion forming

#### **Strategies**

- Focusing on digital communication and social media
- Lifting the good examples already in place in the form of Landsbyggare.
- Finding the ideal mix of business area, and individuals to portray the manifoldness of Landsbyggare.
- Choose Landsbyggare based on commitment and feeling; someone realizing a dream while adding and spreading the main message.

## 3. THE BRAND

**When you work with the Landsbyggare** concept there are some guidelines to follow. The graphic profile including logotype, typefaces and colour scheme are presented on the web, landsbyggarekoncept.se. There is also a document on tonality and one on imagery. Besides these, describe in the plan how you want to be perceived, meaning the profiles you intend for your Landsbyggare.

A Landsbyggare is:

“Landsbyggare form the place where they live and work. They are entrepreneurs, driven and very enthusiastic who have the courage to realize their dreams. They allow the drive and passion to steer them and they want to share their reality with others and inspire people to dare to follow their dreams.”

## 4. TARGET GROUPS

**The target groups the project Landsbyggare is aimed at:**

1. Novel-thinking, driven, creative, skilled and cooperating entrepreneurs and associations with an urge to develop the rural districts (25-50 years of age).
2. Who already live in the area or are prepared to move to the area that you represent.
3. Interested parties (rural organizations, politicians, etc, cooperatives). Define your most important geographical area to steer your advertising. Based on the target group and the geographical segmenting, your message will reach the target. It is costly and difficult to try to reach 'everyone' but easier if the target group is obvious.

## 5. MESSAGE – WHAT TO SAY

**In the case of Landsbyggare** it is essential to be open and straightforward; that those chosen to be our ambassadors state their point of view, what they think and feel. In this, we who manage the Landsbyggare project must guide them on the way. Good scripts planned before shooting the films are important (read more under Film at [landsbyggarekonceptet.se](https://landsbyggarekonceptet.se)). Written texts should be checked by the project leaders to ensure they follow the concept (read more under Tonality at [landsbyggarekonceptet.se](https://landsbyggarekonceptet.se)).

**The objective is as always** with Landsbyggare to create a positive and attractive image of the rural districts and the entrepreneurial climate. In this way we contribute towards the creation of an attractive area that invites capital, competence and driving force. We depict the Landsbyggare in the form of entrepreneurs and associations that thrive, do good, and are positive.

### MAIN MESSAGE

**We are the entrepreneurs**, the true enthusiasts that build the land. We call ourselves Landsbyggare and together we form the place where we live.

## 6. CHANNELS

**Landsbyggare is basically a digital venture** with Instagram as the prime channel. Here is a brief description of how the channels work and complement each other.

**WEB:** One site where all the material is gathered: films, texts, information about Landsbyggaredagen and also contact details.

**FACEBOOK:** A channel for spreading and advertising with a more regional focus than national. Here we tempt readers to read more and share for increased spreading. Adverts shall tempt visits to the web site. Here is also a Facebook group for the gathering of the regional Landsbyggare, such as Landsbyggare Höga Kusten where positive news is shared about the Landsbyggare and the project.

**INSTAGRAM:** Inspiration is the main purpose. The account spreads the feeling of Landsbyggare to the core. Our Landsbyggare borrow the account to add content from their daily realities. Also advertising from the account is important for a good spread.

**MEDIA:** It is important that other parties know about us and we send press releases to the media telling of what we do and the results. Debate articles are another way of informing about Landsbyggare.

**LANDSBYGGARE'S OWN CHANNELS:** The local Landsbyggare are important, they often have their own channels where they can spread the image of Landsbyggare, something we encourage.

**LANDSBYGGAREDAGEN:** Landsbyggaredagen is a one-day event but also serves as a good channel. Here we build kinship and pride while adding new energies to the entire project. It is also a useful channel to reach the local inhabitants, opinion formers and to attract new Landsbyggare.

## 7. ROLES AND RESPONSIBILITIES

Define who is in charge of what; it makes the work easier and clarifies the roles.

### EXAMPLE FROM HÖGA KUSTEN

- *VHead of Operations Leader Höga Kusten: Jenny Edvinsson (Coordination of the project's place in the operations, budget and project reporting).*
- *Project leader: Eva Jilkén (in charge of strategy and planning, the campaigns and for keeping the digital channels alive, advertising, planning and carrying through the Landsbyggaredagar events. and keeping contact with suppliers and the message spreading through lectures).*
- *Film-maker: Mattias Forssell (all filming and editing in cooperation with the project leader).*
- *Photographer: Marlene Nilsén (responsible for everything photo related).*

## 8. FOLLOW UP

**All the work we do shall lead ahead.** To ensure we are on track we must define already at the start how to measure the results. Since Landsbyggare in great parts is a brand-building project it is always difficult to see what has been achieved. We suggest that you carry out a baseline measurement or some other form, of status measurement before, a few years later using the same method check if you can identify any changes in attitudes. You can also track the number of visitors to your channels, the contacts you have found during the campaign or the number of people who have actually moved or been given help through the campaign. See example of baseline measurement at [landsbyggarekoncept.se](http://landsbyggarekoncept.se)

## 9. ACTIVITY PLAN

**Here you describe the concrete activities** chronologically. What shall we do now to reach the objectives and follow the strategies? Include the time set and perhaps also the budget and who is responsible for each activity. Our suggestion is to create activities based on campaigns where each one includes films, photos, debate articles, articles and marketing.

### AN OVERALL ONE-YEAR PLAN:

January:	film/shoot winter campaign
March-April:	distribution, market winter campaign
April/May:	plan summer campaign
May:	Landsbyggaredagen and Årets Landsbyggare
July	film/shoot summer campaign
August-September:	distribute, market summer campaign
November/December:	plan winter campaign