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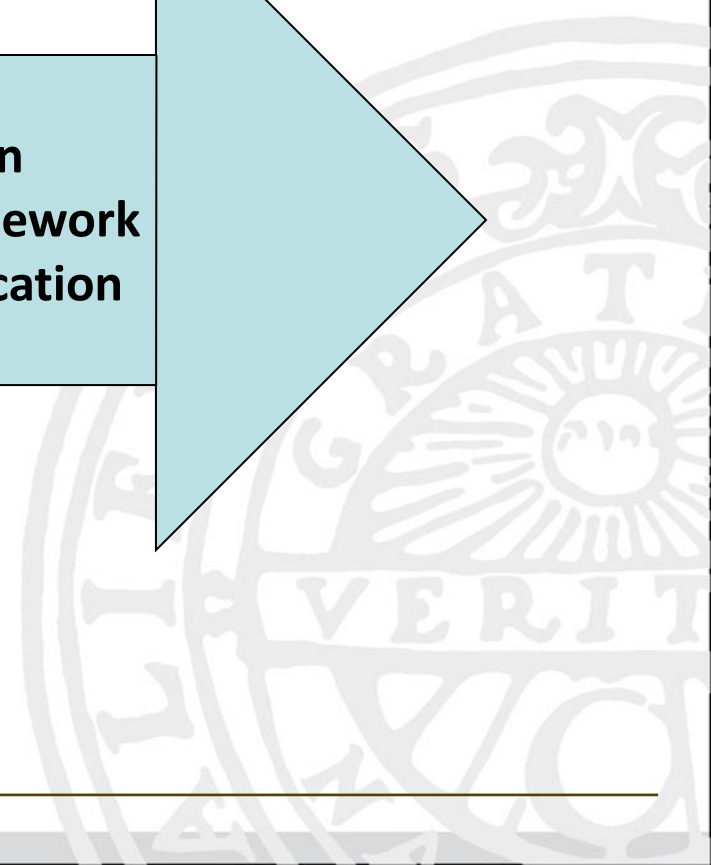
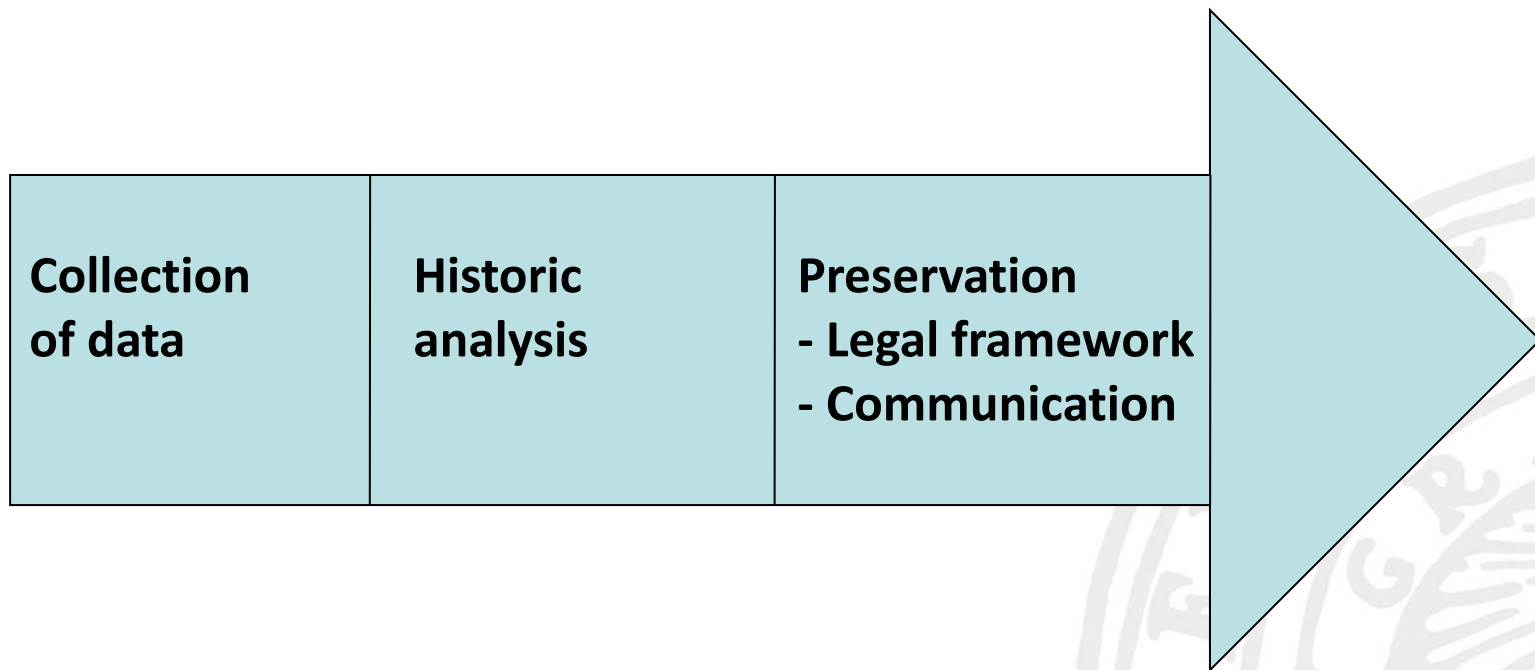
Hallandsmodellen A Trading Zone

Christer Gustafson
Uppsala University





Cultural Heritage Management





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- Save the jobs
- Save the craftsmanship
- Save the buildings

- New use on improved premises

The Halland Model

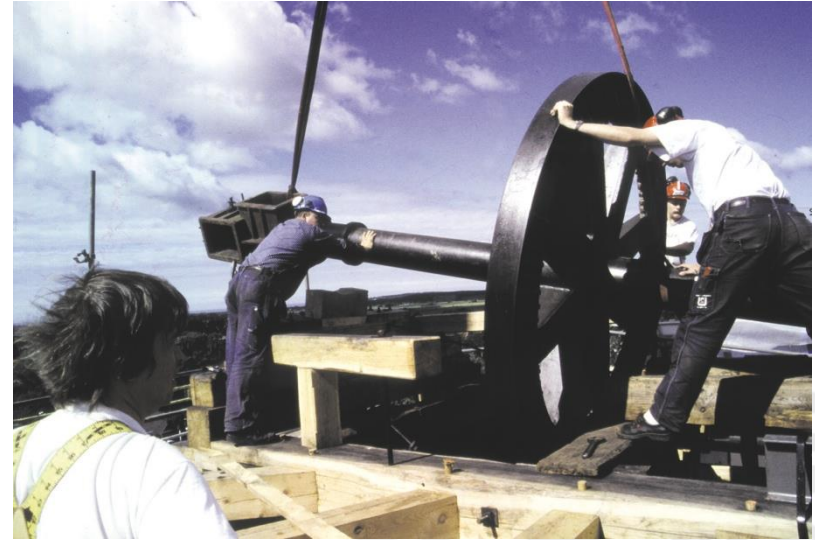






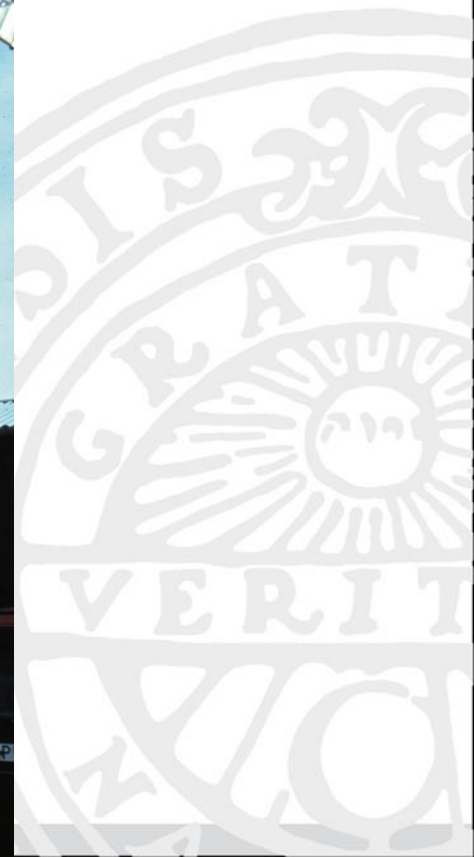


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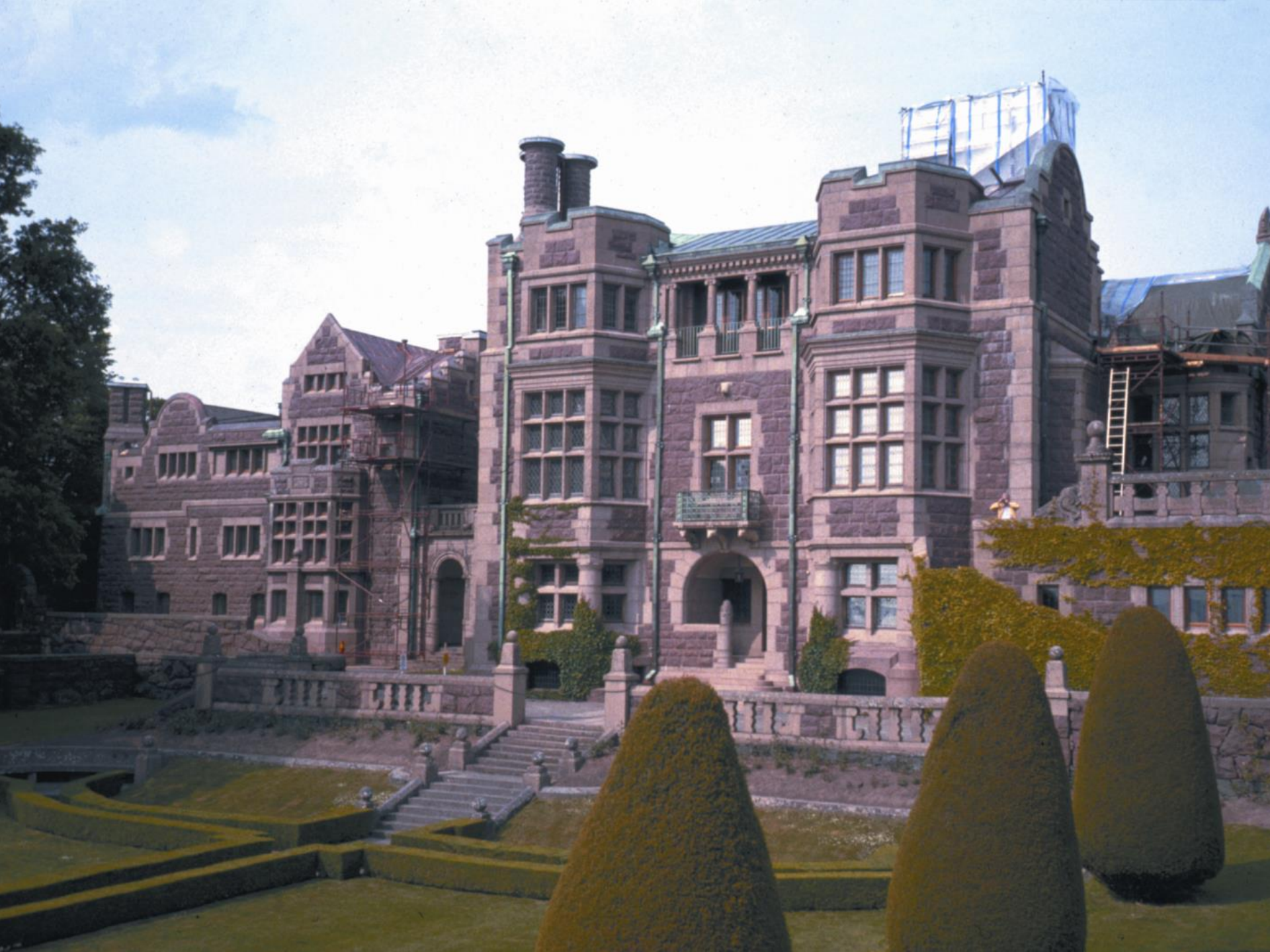




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Kronobränneriet







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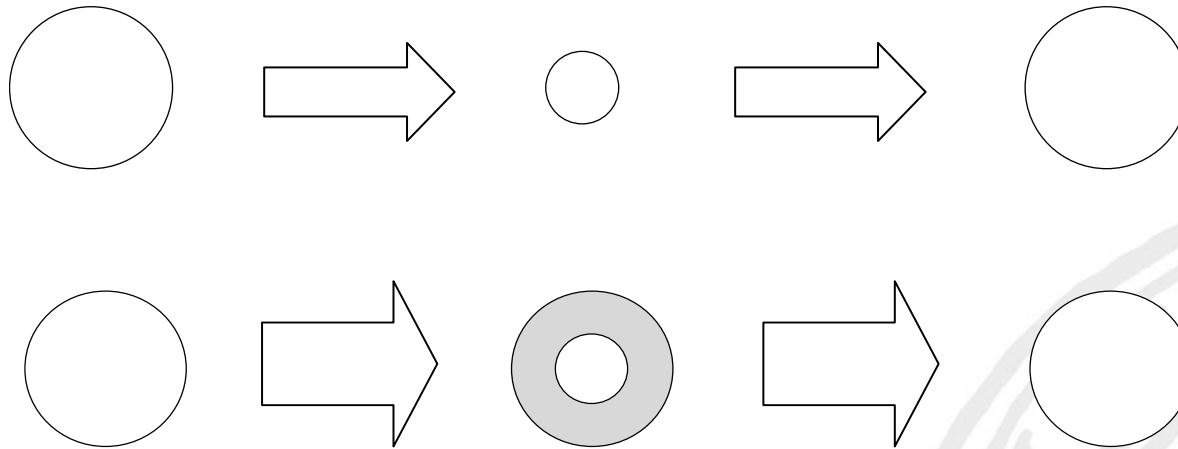
Lars von Trier - Melancholia



A Trading Zone for Sustainable Development

Investor	Stake	Return
Labour market sector	Funding Training programmes Contacts Knowledge	Employment New jobs Trained labour
Cultural heritage sector	Funding Knowledge	Saved building Conserved building Craftsmanship
Construction industry	Enterprises Network Experience	Trained labour Engaged companies
Property owner	Building	Saved building Increased selling price
Locals	Interest	Local identity
Region, municipality	Funding	Regional development Increased attractiveness Cultural facilities
Artists' community	Creativity Knowledge	Art
Interior design company	Funding	New jobs

A Trading Zone for Sustainable Development



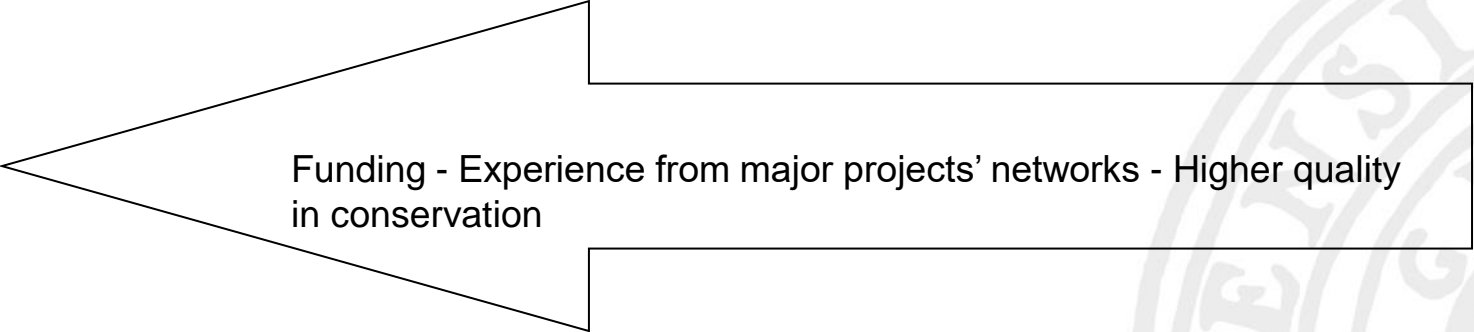
A Trading Zone for Sustainable Development



Working places with no displacement effects - Time - Reduced unemployment

Historic environment sector

Labour market sector



Funding - Experience from major projects' networks - Higher quality in conservation



A Trading Zone for Sustainable Development



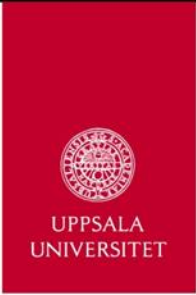
Increased volume of construction - Trainee posts - Contribution to private sector

Historic environment sector

Construction industry



Employment and apprenticeship - Experience - Knowledge



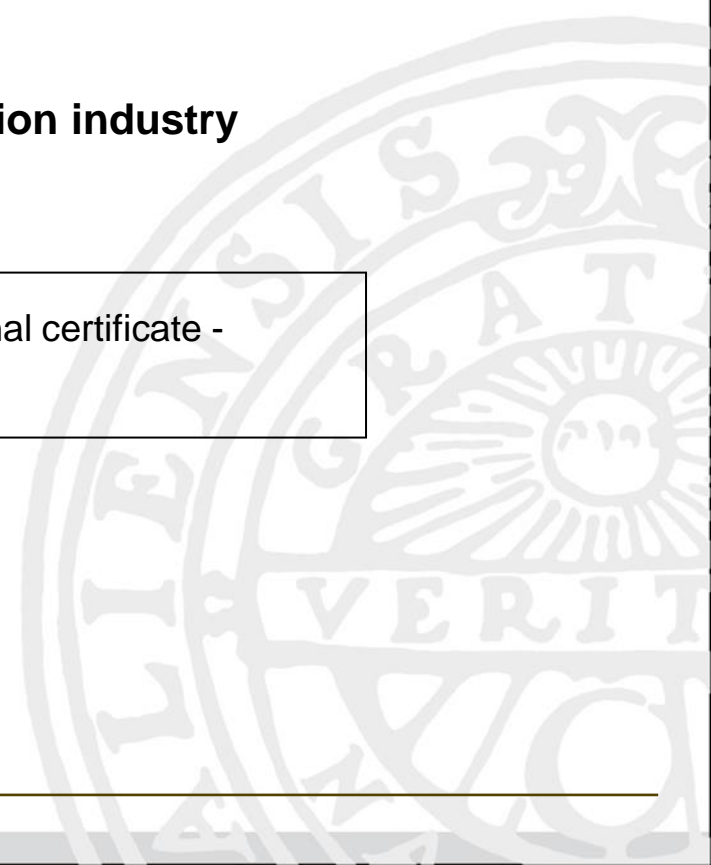
A Trading Zone for Sustainable Development

Training - Financing - Networks

Labour market sector

The construction industry

Impact on the whole trade and industry - Vocational certificate -
Future employment



Outcome

1,100 = One third of all construction workers trained in traditional techniques

235 new jobs

100 historic buildings conserved

500 MSEK (55 M€)

(Halland 300,000 Inhabitants)



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Economic

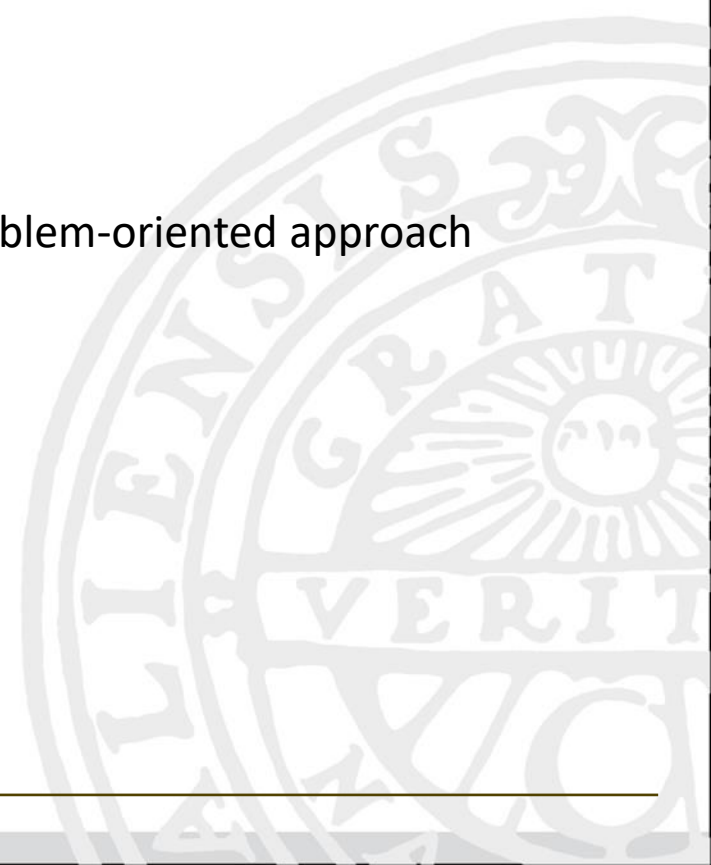
- obvious return on the investments moreover contributed
- regional growth
- created jobs

Social

- regional cohesion
- developed cross-sectoral networks and a multi-problem-oriented approach
- strengthened the local identity

Environmental

- take hand on existing resources
- environmental friendly materials were used
- energy efficiency





Trading Zone

- **Trading zones**, in which scientific subcultures, each with its own language, develop the equivalents of pidgin and creole;
- A **trading zone** can gradually become a **NEW AREA OF EXPERTISE**, facilitated by **interactional expertise** and involving **negotiations over boundary objects** (objects represented in different ways by different participants).
- In the field of studies of history and sociology of science, Peter Galison introduced the concept of **trading zone as a useful instrument for understanding INNOVATION PROCESSES** in the field of science.
- **Full agreement is not therefore necessary.** What allows the completion of a project is a **limited agreement which may have different meanings for each party.**



Trading Zone

- **What the concept of TZ adds to planning theory?**
- Planning as the work of creating preconditions for the development of TZ
- The production of a vision could be seen an act of communication which tends to create shared local understanding
- Planning must be genuinely open to the change of context to take the opportunity of a possible action
- There must be a specific search for indirect results which may arise from casual combination like in the garbage can
- There must be a specific attention at the boundary strategies rather than at the core strategies



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Pro-active Cultural Heritage Management Planning

**Challenges
at Global,
National or
Regional Levels**

**Search for
Activities**

Preservation
- Innovative use
- Development

