

# ”Move to Dalarna”

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# BACKGROUND

- 276 000 inhabitants
- Swedens fourth largest tourism region
- Swedens fourth largest export region



# BACKGROUND

- First county in a major generation shift
- We need 1000 people moving in every year



# THE PROJECT

- Work started in 2005
- The financing is divided equally between regional funding and EU



# OBJECTIVES

- Vision:
  - Dalarna with 300 000 inhabitants
- The task:
  - to increase inward migration to our region



# OTHER OBJECTIVES

- Develop new and innovative methods to increase the inward migration
- Create new forms of cooperation and networks
- Raise awareness of the migrations importance

# IMPLEMENTATION

- Our team
  - One full time project manager
  - Two people on 50 %
- Cooperation on a regional level

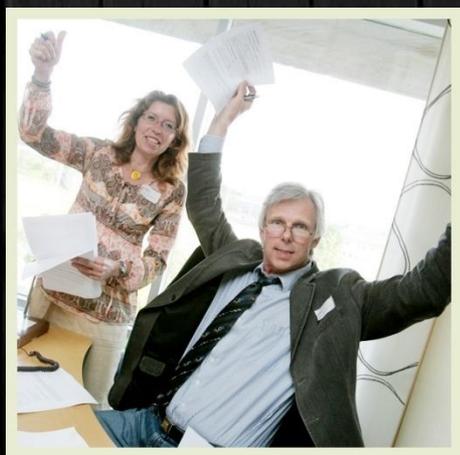


# EVENTS

Three large events were held

## 1. June 2005

- Politicians and decision makers gathered to call people who had shown an interest in moving.



# EVENTS

Three large events were held

## 2. April 2007

- Politicians chatted with people interested in moving to Dalarna

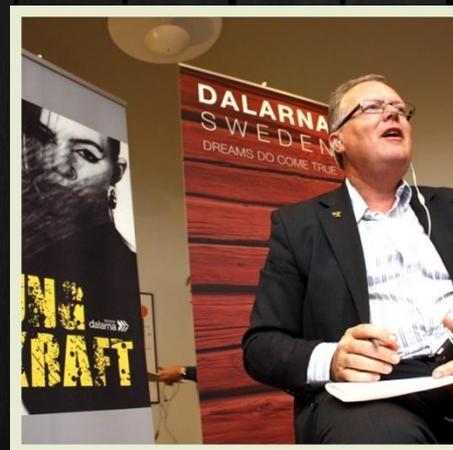


# EVENTS

Three large events were held

## 3. September 2009

- Politicians called young people up



All these events created a lot of PR.

# WWW.DALARNA.SE

- Step 1
  - People register interest in moving to Dalarna
- Step 2
  - Personal contact



# THE NETHERLANDS

- A special Dutch advisor
- Information, contacts and personal counselling in Dutch
- Emigration Fair in Utrecht



370 Dutch families are a part of the Move register.

# NETWORK AND PARTNERSHIP WORKING

– a key to success



# RESULTS

- The importance of inward migration has been raised on the regional agenda
- Easier to recruit for businesses and organizations.
- Municipalities have been given qualified resources for inward migration marketing

# RESULTS

- So far, the cost is 749 799 euro.
- The number of households who have already moved is 333.
- This means a onetime cost per migrated family of 2 251 euro.
- The average tax income per household to the local and regional authorities is 12 000 euro per year.

# CONCLUSION

- Keys to success:
  - personal touch
  - lifting the issue to a regional level
  - cooperation between partners



”Dear unknown people ... I woke up on December 19th 2007 and knew I had to go back to Dalarna. I googled the Net, found your web page and stated my interest and that I wanted to be contacted by you.

After that came the most magic gift I’ve ever received – the black book, promising that something fantastic would happen to me. This inspired me to turn my life into a new direction.

Some days later, having just finished a rather awkward conference, I sat in Stockholm and suddenly I had an angel on the phone. This angel works with you. We talked about who I am, my competence and my dreams.

This conversation led to that I in a couple of months bought two houses in Dalarna. My husband and I have now moved here. In less than one year our lives have changed completely and I am so very grateful.”