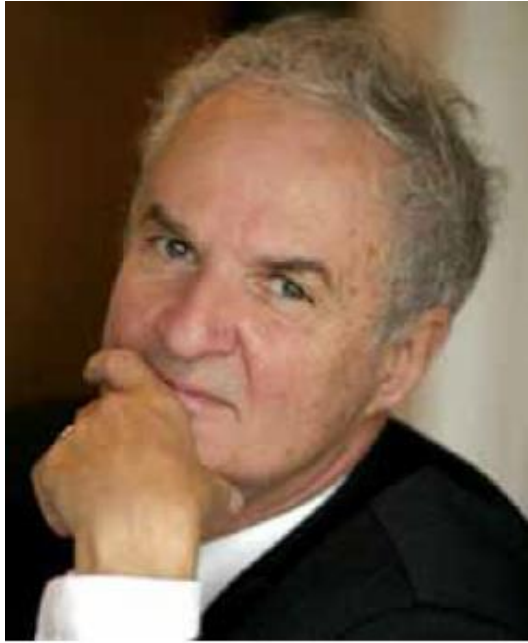




# ÉCONOMUSÉE NETWORK : UPDATE AND WHAT HAS BEEN ACHIEVED SINCE 2012

**2<sup>nd</sup> INTERNATIONAL  
ÉCONOMUSEE CONFERENCE  
Bergen, 15-19**

**Carl-Éric Guertin  
Director general ENS**



Cyril Simard  
Fondateur des ÉCONOMUSÉE®  
Founder of ÉCONOMUSÉE®

# 1. WHO WE ARE

- **First ÉCONOMUSÉE® in 1987 – Hand made paper**
- **ÉCONOMUSÉE® Network Society (ENS) 1992**
- **Mission of ENS**
  - Maximise the full potential of the ÉCONOMUSÉE® concept internationally
  - By allowing artisans and craft enterprises to develop and promote in-situ traditionally inspired crafts and knowledge to offer the public a high-quality cultural and tourism learning experience.





# 1.WHO WE ARE - ENS CONTRIBUTES TO :



- **Showcasing traditional crafts and trades** still practiced today that play a part in forging a distinct local and national identity;
- **Developing an intangible heritage** that contributes to cultural diversity;
- **Promoting the benefits of buying locally** made goods to help offset the threat posed by large-scale industrial production to artisanal trades;
- **Supporting artisan entrepreneurs** to breathe new life into the economic, cultural and tourism fabric of their communities;
- **Building artisans capabilities** to take advantage of cultural and experiential tourism trends



## 2. UPDATE AND WHAT HAS BEEN ACHIEVED SINCE 2012





# 1. WHO WE ARE – INTERNATIONAL NETWORK



- Québec (32)
- Atlantic Canada (7)

- 2012 - British-Columbia (9)
- 2014 - Saskatchewan (3)
- 2016 – Alberta (1)

## Craft reach project

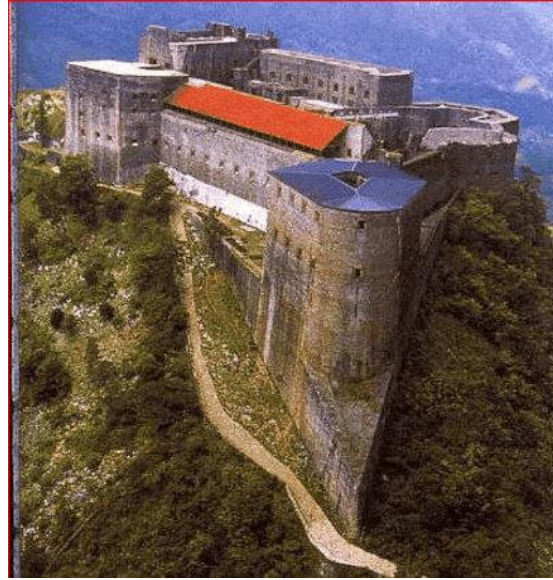
**Phase 2 - 2011-2014**

**Phase 3 - 2015-2018**

- Faroe Islands (4)
- Groenland (1)
- Iceland (4)
- Norway (14)
- Sweden (5)
- Northern Ireland (6)
- Ireland (6)

As of October 2017  
Members and members in transition

# 1. WHO WE ARE – INTERNATIONAL NETWORK



**HAÏTI**  
**2 by March 2018**





# 1.WHO WE ARE INTERNATIONAL NETWORK



Countries / Territories/ Provinces	October 2017
Atlantic Canada	7
Québec	36
Saskatchewan	3
Alberta	1
British-Columbia	9
Haïti	2
Faroe Islands	4
Greenland	1
Iceland	4
Ireland	6
Northern Ireland	6
Norway	14
Sweden	5
<b>TOTAL</b>	<b>98</b>

As of October 2017  
Members and members in transition

## 2. ...AT THE ENS LEVEL

- **New management :**
  - Cyril Simard retired in September 2012.
  - Réjean Tardif left the ENS in November 2012.
  - Carl-Éric Guertin since February 2013
- **More partnerships oriented**
- **Worked toward building stronger relations with Partners** – ex.: sharing of promotionnal material
- **Increased support to Partners developing their own Network**





## 2. ...AT THE ENS LEVEL

- A brand respectfull of cultural diversity



## 2. ...AT THE ENS LEVEL

### ■ Renewal of the image of the organisation



A growing international network with more than 70 member artisans renowned for their excellence.

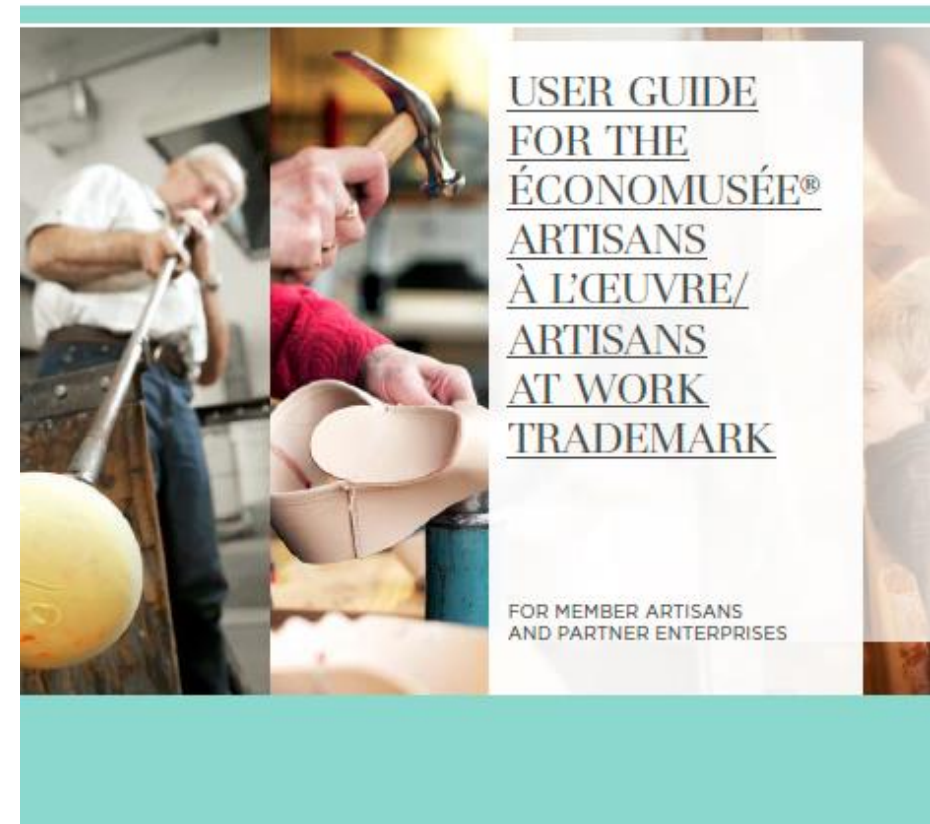
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## 2. ...AT THE ENS LEVEL

- Bringing a uniform image accross the entire Network
- The new shared brand is slowly being implemented, used on PR materials, marketing and more known in all countries



## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### Critical mass of économusées :

- Promotionnal material has or is being developped
- Artisan meetings
- Particpation in tradeshowes and fairs
- Product development
- Cross promotion
- Cross products sales





## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### Recognition

- Increased public and stakeholders attention and understanding of economusees
  - Their value for preserving and experiencing crafts and heritage
  - A high quality tourism product
- With a stronger network established in each country, it is much easier for project organisations to receive economic support, and to develop and expand the Economusee as a concept, brand and network



# 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

## Recognition - Media

- Increased media attention and coverage



**EL ECONOMISTA**  
**Turismo** NEGOCIOS, REUNIONES Y PLACER  
 PUBLICACIÓN ESPECIALIZADA JUEVES 19 DE MAYO DEL 2016 • Año V • Número 180 • Ciudad de México

**TEMPORADA ALTA**  
 Abraham Isaac Vergara, académico de la Ibero, analiza si la candidatura de Trump a la presidencia de Estados Unidos plantea riesgos al turismo entre ambos países **p2**

**QUEBEC PASIÓN ARTESANAL**  
 En torno al lago Saint-Jean, cuatro talleres convierten a los viajeros en artesanos por un día **p8**

**URBANO Y MARINO**  
 The Cape, en Los Cabos, es un hotel que democha personalidad a la orilla del mar **p6**

**SENDEROS PÉTREOS**  
 Las Grutas de García, en Nuevo León, se abren paso entre cavernas y oscuridad **p12**

**VAN POR MÁS EVENTOS**  
 En Coahuila, la industria turística une esfuerzos para atraer más reuniones **p4**



The Cider House was launched as the 12th ÉCONOMUSÉE in Norway on a beautiful spring day. From left: Johannes Samu (Balestrand Municipality), Mette Nora Sævi (Leader of the Economic Development Section in Nordland County Council), Jon Geir Gåle (The Minister of Agriculture and Food), Ol-Gunn Hagen (Co-owner, The Cider House), Åge Ellingjerde (Co-owner, The Cider House) and Karen Marie Aplehusen (Sign-up for Nordland County Council).

### 3. PROJECTS

#### ÉCONOMUSÉE OPENING OF THE CIDER HOUSE

The Cider House was launched as the 12th ÉCONOMUSÉE in Norway on a beautiful spring day. Sixty guests, including representatives from Balestrand municipality and the local society, government officials, other Économusée companies and students from an Erasmus project, attended the opening in the garden.

The couple Eli-Grothe Høyvik and Åge Ellingjerde, their children Gard and Hildrun and daughter-in-law Tuba Arlie run the Cider House. Their story goes all the way back to 1922 when Åge's grandfather planted the apple orchard. Today they produce different sorts of fine cider, from sparkling to fruit brandies, among them the trademark Balholm. Balholm was created as a pioneer product, the first completely natural fruit juice in the Norwegian market. Although the Cider House was completed in 2015, they are constantly developing. Gard and his wife Tuba from Turkey have established a restaurant and they have remarkable success with the food, other activities and international cooperation through Erasmus-projects.

Head of the Economic Development Section in Nordland County Council, Mette Nora Sævi, held a greeting speech at the launch of the Cider House as the 12th Économusée.

It was Nordland County Council that first initiated the Économusée development in Northern Europe in 2008. Nordland County Council is very happy for the cooperation we have established with the Royal Society for Development in Norway, which has taken over the lead partner responsibility for the 3rd period of the EU NPA Interreg project. A better place than Balholm for a living apple farm Économusée would be difficult to find in Norway. I do think that all of you working here at the Cider House will make the local community proud.



and be great ambassadors for the apple and cider traditions of Norway. Your Économusée will strengthen the Économusée network both on the West coast of Norway and internationally in the eight regions working together with the implementation of the Interreg project Craft Reach. I wish you the best of luck with a fantastic Économusée for the future!

Contact: Terje Jenderhaug@hik.no

**Économusée**

An Économusée showcases traditional trades and know-how by promoting the establishment of Économusées.

An Économusée company must fulfil the following criteria:

- Use of a traditional craft technique (know-how or savoir-faire) in its production
- Production of traditional and/or contemporary products with cultural value
- Open doors to the public in order to promote its know-how and its craftsmanship
- Has a site designed for the animation and interpretation of its production

[www.economusees.eu/](http://www.economusees.eu/)

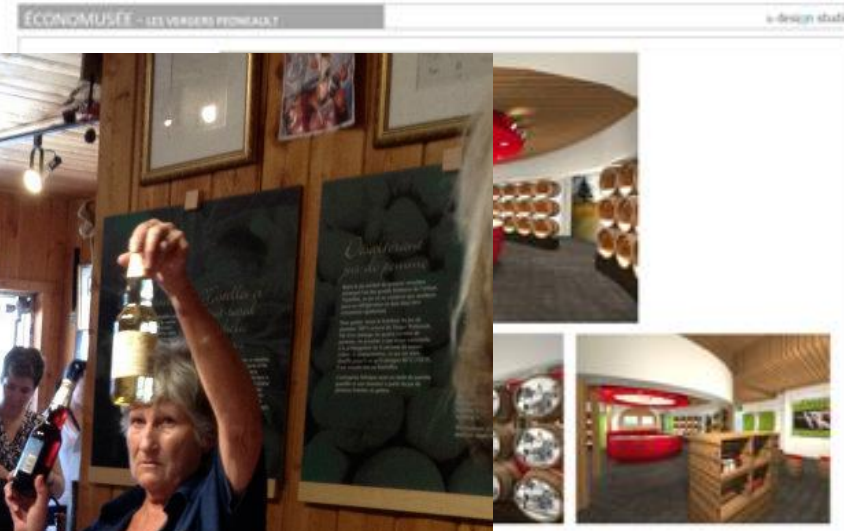
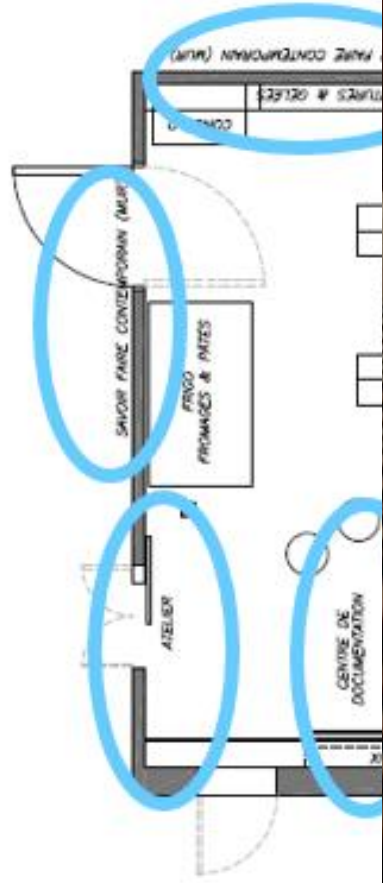


## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

- Moved from a more cultural focus in transformation to economic and tourism issues and challenges from artisans and stakeholders
- Project managers learned to develop/transform businesses more quickly
- Members want to be / are being upgraded :
  - Projects are getting bigger
  - Higher artisans expectations



# Cider maker ÉCONOMUSÉE 2012





## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### **Working with / benefits for communities**

- Increase in employment and sales for a number of économusées.
- Économusées have become more integrated with and of increased value for local communities
  - Job creation
  - Additionnal tourism attractions
  - Raise the profile of the communities at the international level

## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### Working with / benefits for communities

- Local pride, identity building and traditions raises the public interest for economusee and vice versa.

PROVIDER EDITED CONTENT  
KITTAT ECONOMUSEE



Greenland Traditional Costume Maker

For the Cultural interested, Kittat Economusee offers a unique insight in the making and history of the Traditional Greenlandic Costume.



CONTACT INFORMATION



#### LE COSTUME TRADITIONNEL GROENLANDAIS – LE KALAALLISUUT

#### THE GREENLANDIC TRADITIONAL COSTUME – THE KALAALLISUUT

Le costume traditionnel groenlandais tire son origine, des vêtements en peau de phoque alors portés au Groenland. Les couleurs, les tissus et l'inspiration de sa conception viennent peut-être des robes portées par les femmes danoises et de la décoration intérieure des maisons européennes du début du 20<sup>e</sup> siècle. En 1982, un groupe d'artisanes s'unissent et créent l'atelier Kittat pour préserver le savoir-faire traditionnel et poursuivre la production du costume traditionnel. En novembre 2013, Kittat devient le premier ECONOMUSEE au Groenland et permet ainsi de faire découvrir aux touristes ce savoir-faire authentique.

The Greenlandic Traditional Costume originates from the old, everyday sealskin clothing worn in Greenland. The colors, fabrics, and design inspiration may have been taken from dresses worn by Danish women and from the interior decorations in early 20<sup>th</sup> century European homes. In 1982, a group of local women initiated the Kittat workshop to preserve the traditional know-how and to pursue the production of the Greenlandic Traditional Costume. In November 2013, Kittat became the first ECONOMUSEE of Greenland now permitting tourists to discover this authentic savoir-faire.



## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### Training young artisans

- NI to Québec
- Iceland to Québec
- N. Ireland to Ireland
- N. Ireland to Norway
- Netherlands to Sweden
- Norway to NI (2018)



## 2. ...AT THE NATIONAL / PROVINCIAL / TERRITORIAL LEVELS

### A tourist product in demand

Tourist potential is increasing - International trend documents proves that cultural tourists are very interested in local products, crafts and heritage.

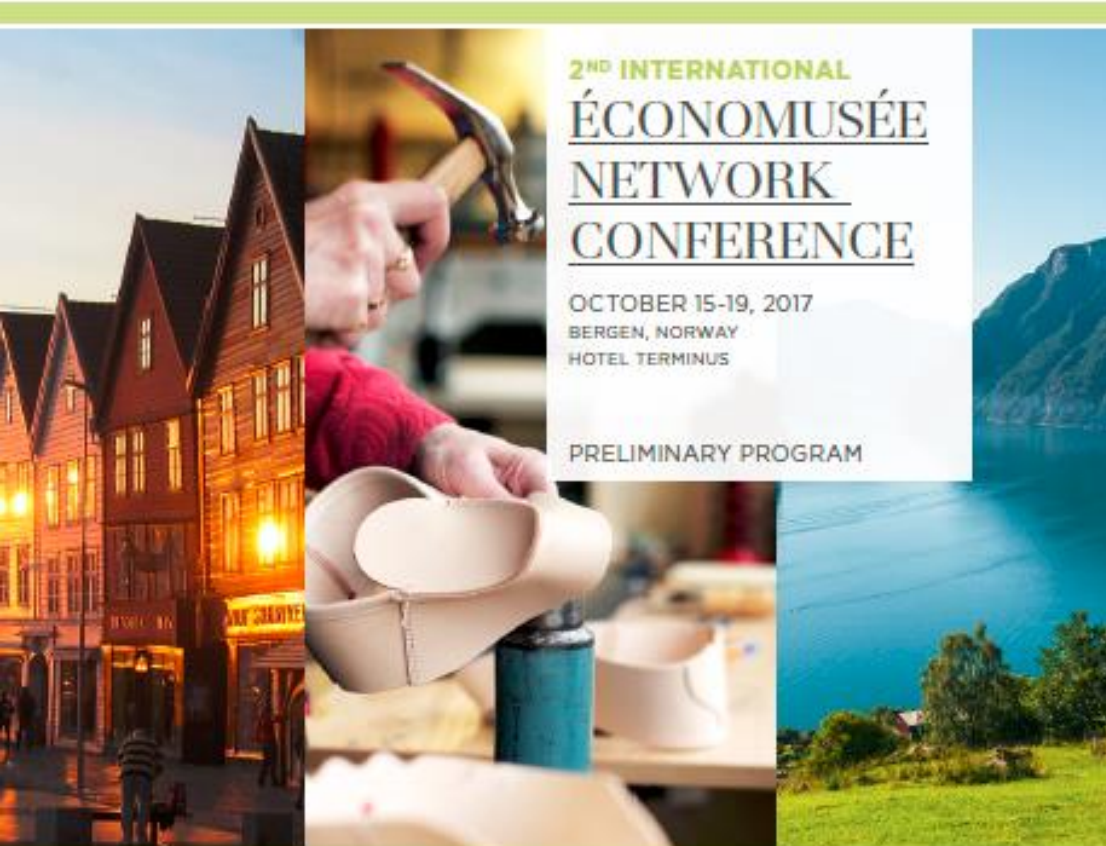






*Artisans at work / Artisans à l'œuvre*  
**ÉCONOMUSÉE®**

INTERNATIONAL



2<sup>ND</sup> INTERNATIONAL  
**ÉCONOMUSÉE**  
**NETWORK**  
**CONFERENCE**

OCTOBER 15-19, 2017  
BERGEN, NORWAY  
HOTEL TERMINUS

PRELIMINARY PROGRAM

# CRAFTING THE FUTURE IN BERGEN