



Artisan meeting

The Norwegian network hold their meetings twice a year.

We usually meet up at each others factories/workshops, to have a look and get more knowledge of each other.

Every time we meet we have different agendas to discuss, and there will usually be a guest speaker giving us new ideas.

We have discussed important issues like signposting, promotional leaflets and social media, tourist packaging, and how to make the Economusee-concept more known in Norway.

We also meet up when new members are having their official opening.



Promotional initiatives

The meetings in the Norwegian network has often had the theme;
“How can we increase the knowledge of the Economusee?”

As a part of increasing the knowledge of Economusee, we have had meetings with the Norwegian company “The Historical Hotels”. This is because we have the same type of guests and since most Historical Hotels has an Economusee nearby, this could be a good cooperation. (Nils Henrik will talk about this opportunity after lunch)

There has also been meetings with the Department to get signs at major roads to the Economusees. It would be a great to get our own sign symbol!

Maybe we can get a EU-recognition of the
Economusee symbol/label in all European countries?

We have also made a pamphlet with a presentation of each artisan/
company, with a map included.

There has also been made a digital map with the same information.





Collaborations between the artisans

There have been some collaborations between the Artisans in Norway:

- The Aurland shoes has made woollen indoor shoes together with Ullform.
(with carded wool from Hillesvåg)
- Oleana and the Aurland shoe are having a shared shop outlet in Germany
- Hillesvåg Spinning Mill spin and dye various yarn for Ledaal (carpet weaving)
- We are at times introducing each other to suitable business partners
- Exchanging experience in how to sell and communicate with customers
- Using social media together – Facebook Economusee Norge and each Economusee`s own facebook.
- Meeting and helping each other at fairs and markets



Partnerships example

«Wool Week West»

- Hillesvåg Economusee, Ledaal, Ullform and Oleana have all been involved in Wool Week West, «Ullveko». 3 counties are involved; Hordaland, Rogaland and Sogn og Fjordane.
- Hillesvåg Spinning Mill has been the main project manager since 2014.
- The Wool Week is an annual festival in the west-region of Norway, it is a «sister-project» connected to Campaign for Wool in Great Britain and Wool Week Shetland. The aim is to raise awareness amongst consumers about the unique, natural, renewable and biodegradable benefits offered by the wool-fibre.
- Courses, lectures, workshops, arts&craft-fairs, concerts, exhibitions, fashion shows, and outdoor activities such as sheep gathering.
- «Night at the factory» - 300-400 people visiting
- «Wool city» - 1500 kids participated in 2017



What can we do to build a stronger Network?

The most important issue for the Norwegian and international Network, is to promote the brand Economusee!

If no one knows what an Economusee is, there will be little value to participate in the Network.

What have other countries' done to increase the knowledge of the Economusee Network?

Can we promote each other more innovatively and directly?

Let us find new ways to work together, so that others can find us!