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kommune



Interreg
North Sea Region
COM³
European Regional Development Fund



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Local businesses as stakeholders

Experience from a COM3 pilot

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CORA workshop, 1 December 2022

About COM3



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- COMpetencies for COMpetitive COMpanies
- Part of the Interreg North Sea Region project
- Aims to provide solutions to help municipalities, regions and business support organisations thrive in a digital world
- 9 pilots in 7 countries

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About Vinje



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- 3700 inhabitants and 3107 km²
- 100 micro-businesses (1-4 employees)
- Hydro power, agriculture, tourism and construction
- Snow, water, mountains, history and culture
- Proud partner and host of USN



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Pilot aim



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Strengthen the municipal
administration's role as supporter
and hub for local business
development

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Pilot



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EUROPEAN UNION

- Focus areas
 - Communication and networking
 - Access to training and counselling
- Targeted outcomes
 - Improved strategic orientation
 - Improved services

- Activities
 - Strategy process
 - New meeting arena
 - Newsletter
 - Student projects
 - LMS pilot

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What have we learned?



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- Companies have a big stake in the municipality's work with local community and business development
- Getting to know ourselves is just as important as getting to know the stakeholder
- Stakeholder relations require time and systematic work to develop relevance and trust
- We must use different channels and arenas depending on how we want to engage companies
- We need to set the agenda
- Many stakeholders are notoriously hard to engage

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Thank you for your attention!



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