



Scandinavia's northernmost technological university  
Worldclass research and education

Luleå University of Technology, Sweden

# Place innovation in Swedish Lapland



LULEÅ  
TEKNIKA  
UNIVERSITET

# WHAT IS PLACE INNOVATION

## Work in progress report:

**Malin Lindberg**, Associate professor, Luleå University of Technology, Sweden

**Åsa Ericson**, Associate professor, Luleå University of Technology, Sweden

**Jennie Gelter**, PhD student, Luleå University of Technology, Sweden

**Helena Karlberg**, Head of Design and Destination, Swedish Industrial Design Foundation, Sweden

**Hans Gelter**, Associate professor, Luleå University of Technology, Sweden

Corresponding author Åsa Ericson, email [asaeri@ltu.se](mailto:asaeri@ltu.se)





**Project Title:** Place innovation in Swedish Lapland

**Funder:** The R&D Fund of the Swedish Tourism & Hospitality Industry (BFUF)

**Project owner:** Luleå University of Technology

**Partner:** Swedish Industrial Design Foundation (SVID)

**Participants:** Tourism companies, Designers, Architects, Visitor's boards, Municipalities etc.

**Time frame:** 2015-2017



# Participants

## **Destination developers**

Swedish Lapland Tourism, Heart of Lapland, Kiruna Lappland, Gällivare Lappland turistbyrå, Boden Turism, Visit Luleå, Destination Piteå

## **Tourism entrepreneurs**

Treehotel, Aurora Safari Camp, Fritid & Vildmarksliv, Kukkolaforsen, Guest House Tornedalen, Forest Hotel, Restaurang Utblick Luppioberget

## **Design companies**

LundbergDesign, True Creative, SIGMAR



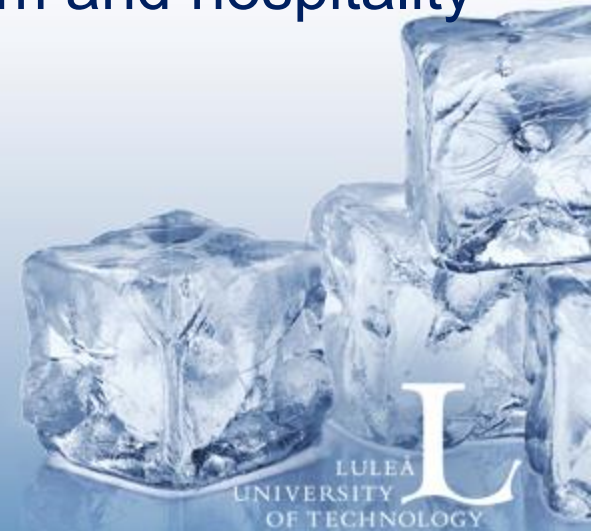


# Purpose

To explore and develop **place innovation** as a theoretical and practical tool...

... in close collaboration between researchers, companies and societal actors...

... to support the development of the tourism and hospitality industry in Swedish Lapland



# Background

In order to further develop existing knowledge on innovation networking within the tourism industry,

this project investigates how '**place innovation**' can be established and used as an encompassing concept

for the innovative networking and development of places (in terms of destinations, cities, communities, regions, countries etc.).



# Theoretical dimensions

**Social innovation** studies of development and implementation of new solutions to societal challenges (e.g. demographic changes)

**Service innovation** studies of development and implementation of new service solutions (e.g. tourism industry)

**User-driven innovation** studies of development and implementation of new solutions by concerned groups (e.g. customers, visitors, citizens)



# Related concepts

**Place-based innovation** Studies innovation processes originating in specific places, but does not acknowledge innovation of places (Adams & Hess 2010)

**Place management** Studies development of places, but does not pinpoint innovation per se (Parker 2008)

**Place branding** Studies the interplay of economic, social, political, cultural aspects of branding and marketing, but does not pinpoint innovation per se (Anholt 2005, Scaramanga 2012)

**Regional innovation management** Studies of regional management of cross-organizational/sectorial innovation processes, but does not acknowledge place development per se (Rickne et al. 2012)



# Place Innovation vs Place Excellence?

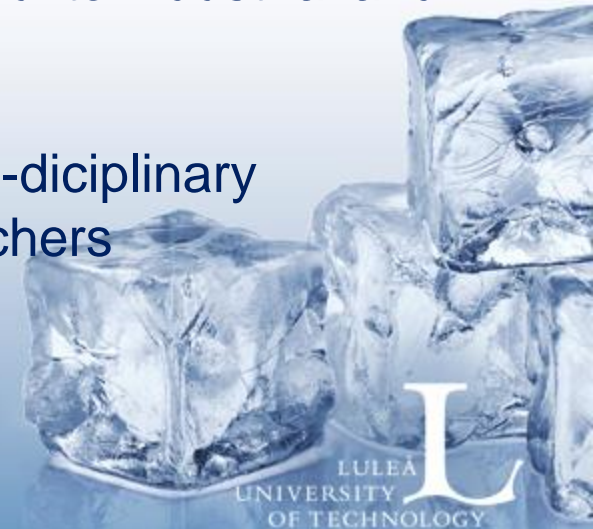


*Place Excellence, modified after Asplund et al. 2011 p.138*



# Aims of the project

- A scientifically grounded definition of place innovation
- Examples of place innovation in Swedish Lapland
- Exploring how place innovation relates to attractiveness, profitability, growth, knowledge and understanding
- Exploring how place innovation can initiate new tourism experiences
- Methods and tools for place innovation that are useful to industrial and societal actors in tourism
- New place innovations in Swedish Lapland as trans-disciplinary collaborations among business, society and researchers



# L

## Methods

The study is designed as a **multiple case study** of a selection of empirical cases of community development in Swedish Lapland,

a region known for its innovative approaches to turn the cold climate and long distances into internationally attractive tourism experiences.



# Methods

The **participatory research approach** of the study implies joint knowledge development by

- innovation researchers from Luleå University of Technology
- intermediaries/facilitators from Swedish Industrial Design Foundation (SVID)
- participants from the studied cases (e.g. representatives from companies, organizations and municipalities)

**References** Aagaard Nielsen & Svensson (2006),  
Coghlan & Brydon-Miller (2014)



# Methods

## Dialogue seminars

*With researchers, companies and societal actors*

For joint data collection, analysis and dissemination

## Design seminars

*With researchers, companies and societal actors*

For design of methods and tools for place innovation

For development of new place innovations

## Research seminars

*With researchers*

For planning and processing of data collection, analysis and publications

**References** Buur & Matthews (2008), Ericson & Wenngren (2012), Jégou & Manzini (2008), Lindberg (2014)





# Time plan

1 April 2015 – 30 March 2017

**2015**

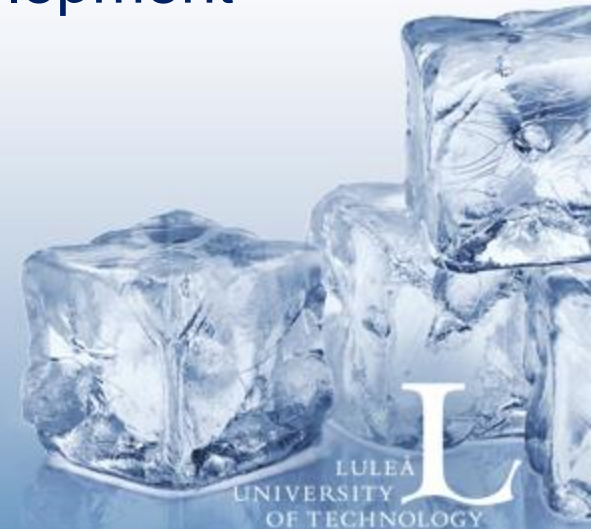
Empirical data acquisition

**2016**

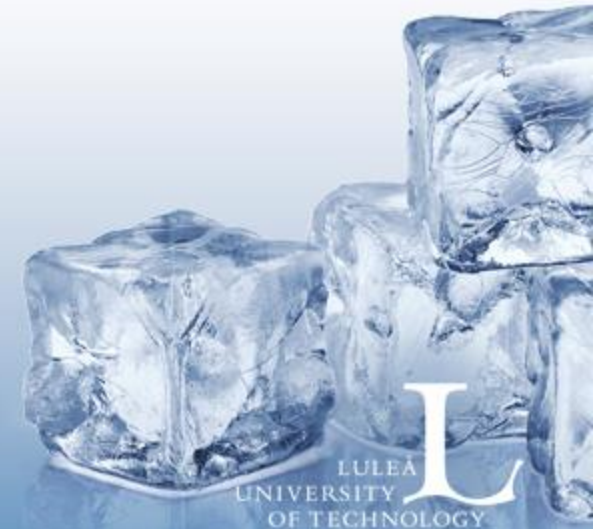
Method and tool design and development

**2017**

Test and evaluation  
Packaging (handbook)



**Place innovation** highlights the alignment between social, cultural, economic and material aspects of place development and addresses co-creation of innovative place development among several stakeholders simultaneously.



# Place Innovation =

Innovative development of destinations, municipalities  
regions and other places

in a tetra-helix collaboration between academy, business,  
public authorities and civil society

so that more people are attracted to work, visit and invest  
in the place.

Development based on the unique identity of the place.



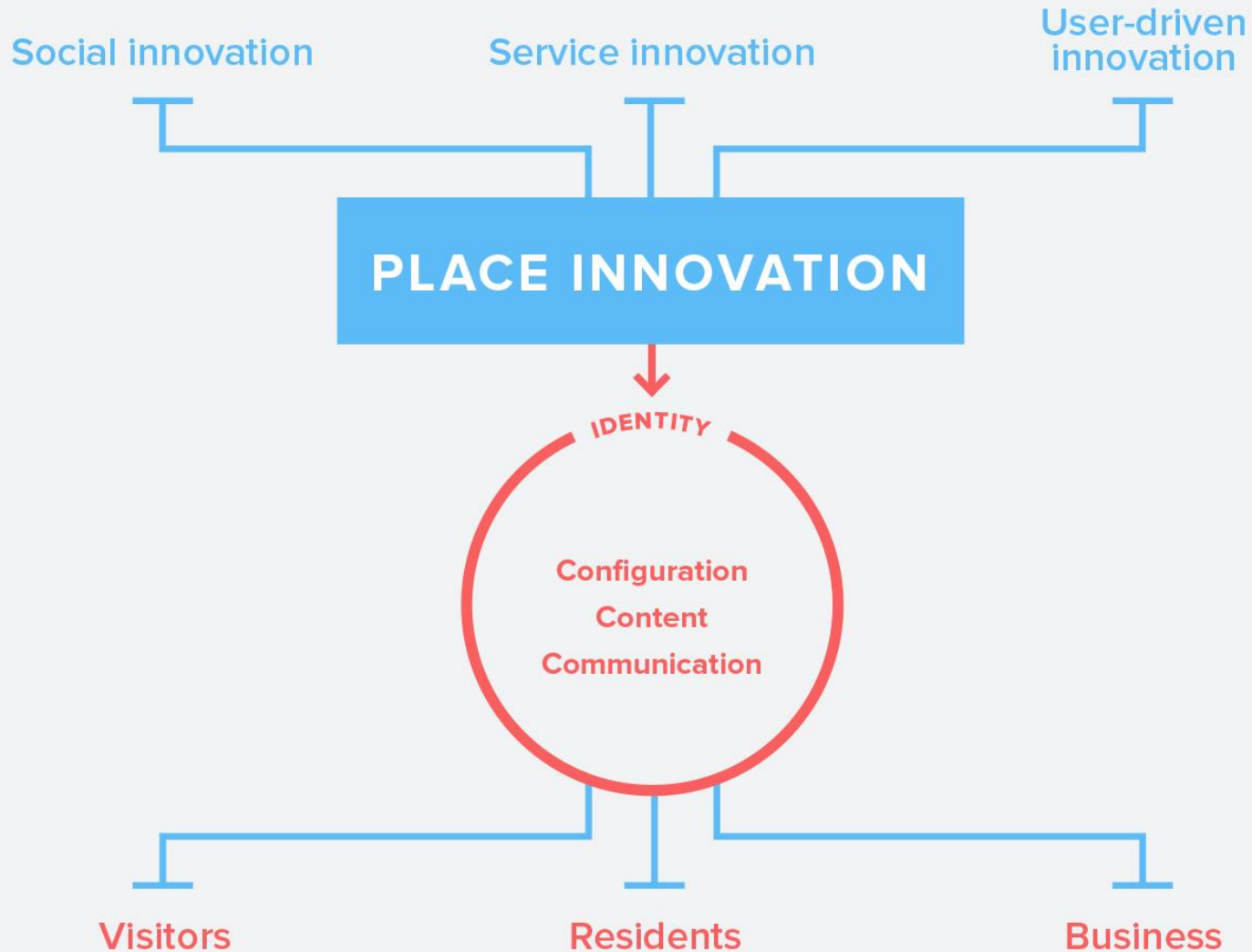
# Place Innovation =

The potential of innovative interplay between three aspects of the identity of a specific place:


- 1) **The configuration**, i.e. design and architecture,
- 2) **The content**, i.e. public and commercial services, activities and events, business life,
- 3) **The marketing**, i.e. internal and external place branding.

*= model developed by the project*



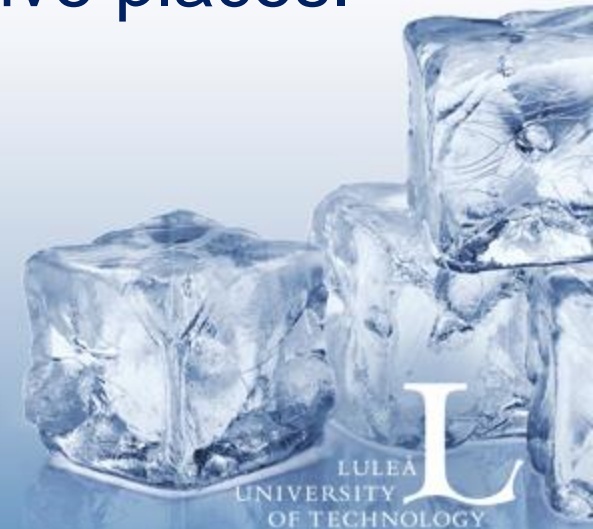






**Place innovation** thus serves as a springboard for networking between tourism companies, design companies, destination organizations, municipalities, regions and researchers

in the development of innovative approaches to encompassing development of attractive places.



# So far identified examples of Place innovation:

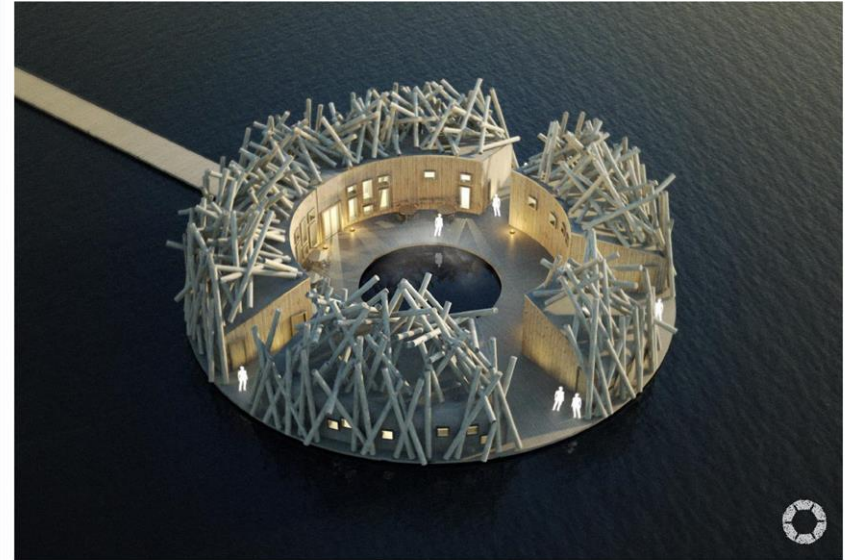


Bottom-up organic development of the  
**Solander trail**, 180 km between Piteå and Luleå

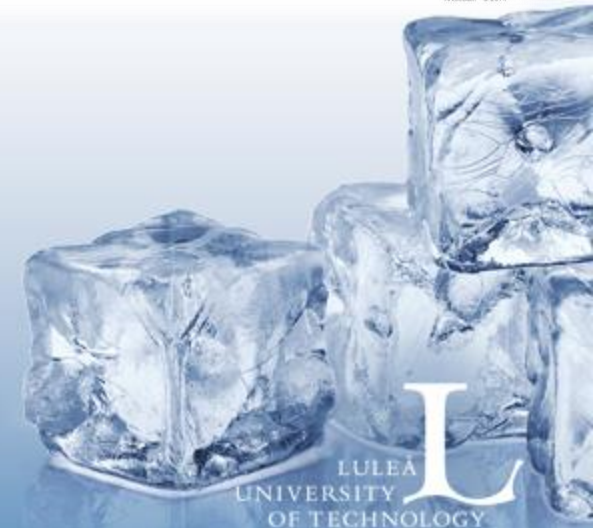




# So far identified examples of Place innovation:

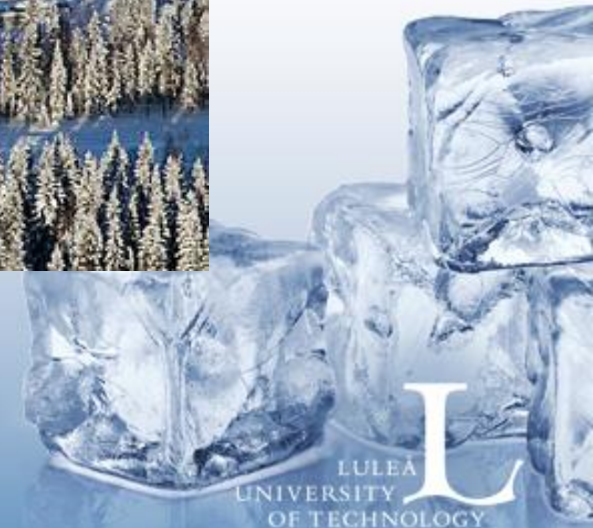


**OBS! Hur förklarar jag detta och  
övriga exempel som Platsinnovation  
till skillnad från vanlig turism/närings  
innovation??**





# So far identified examples of Place innovation:



# So far identified examples of Place innovation:





# So far identified examples of Place innovation:



# So far identified examples of Place innovation:





# So far identified examples of Place innovation:



# Thank You for listening!

## More info

[www.ltu.se/platsinnovation](http://www.ltu.se/platsinnovation)



[www.bfuf.se](http://www.bfuf.se)



[www.svid.se](http://www.svid.se)

