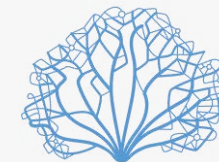


SIRR

We develop
sustainable, innovative
and resilient rural
areas together





Presentation & Talk

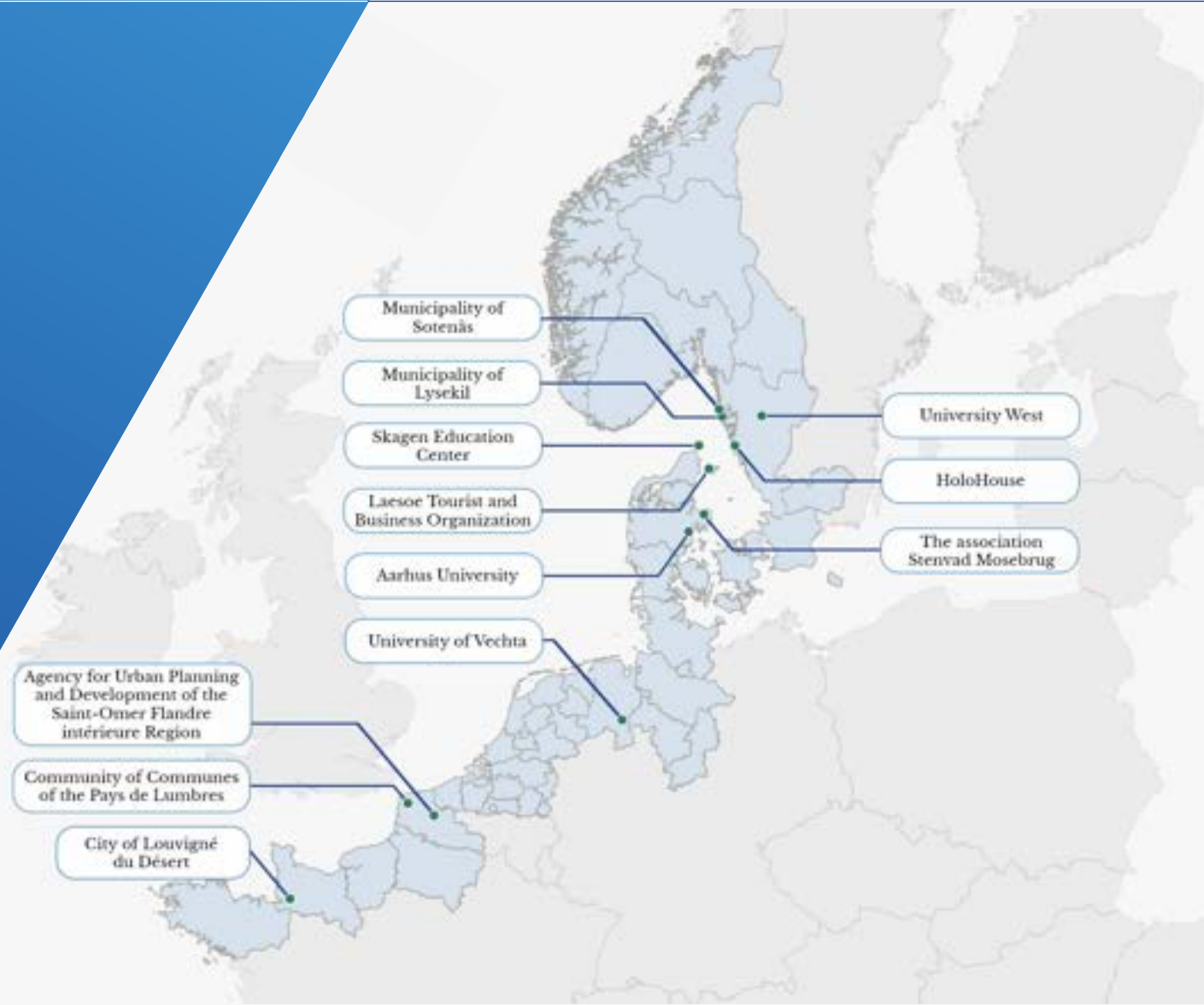
12/12 2025

8.45 Digital Coffee

9.00 Two voices Tours - AUD

9.30 Pride in a Place - Lysekil

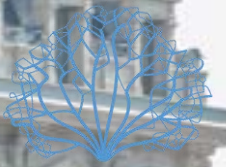
10.00 End of session



2 voices tours

Agency for Urban Planning,
Development, and Heritage of
the Saint-Omer Region





Objectives & ambitions

- 🌳 Reinforce a **multiple helix approach** by bringing together various stakeholders and create new links.
- 🌳 Promote the **Agency members' multiple areas of expertise** : urban planning, environment and landscaping, heritage and architecture, energies and mobilities, economy and demography etc.
- 🌳 Energize and experiment new types of visits by combining **two complementary perspectives on the region** to promote our surroundings.

Philosophy of the Agency:

- to work in complete synergy with its members and partners for territorial development.
- to create a space for dialogue, information, participation and mediation.
- to encourage citizens to better understand their past in order to act today and get involved for tomorrow.





Immaculée Conception Church and Clarisses dead-end street

17th of September 2022

- 🌿 Voice 1 : Tour guide → history of the church and its renovation
- 🌿 Voice 2 : Landscape architect of the Agency → comments about the gardens laid out by the City of Saint-Omer



Immaculée Conception Church 6 Clarisses dead-end street

17th of September 2022

Voice 1 : Tour guide






Voice 2 : Landscape Architect from the Agency





The fauna in the gardens of Saint-Omer

September 2023

-  Voice 1 : Guide of the Agency → history and architectural elements about the castle mound, the cathedral, and the public garden
-  Voice 2 : Beekeeper → presenting his hives, honey-making process
-  Voice 3 : Member of the LPO (League for the Protection of Birds) → nesting boxes with vultures at the cathedral, and bats in the public garden



The fauna in the gardens of Saint-Omer

September 2023

Cathedral of Saint-Omer

Voice 1 : Guide from the Agency



The castle mound, origins of the city

Voice 2 : Beekeeper



Vauban Fortifications in the public garden



Voice 3 : League for the Protection of Birds





Tous à vél'eau ! – The remains of water

September 2022 and 2023

-  Voice 1 : Historian from the Agency → history of the river and the canal, impact for the development of the city
-  Voice 2 : Climate and energy specialist from the Agency → new challenges about climate change, flood resilience of the territory, new project of soft mobilities (cycle path) near the canal



Tous à vél'eau ! – The remains of water

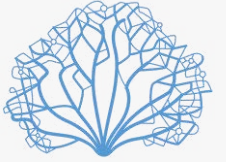
September 2022 and 2023

Voice 1 : Historian



Voice 2 : Climate and energies specialist

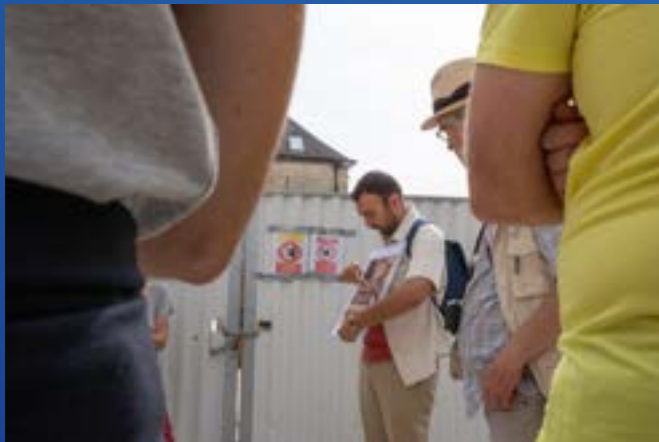




Worksite visit of Heritage House

September 2023

- 🧠 Voice 1 : Heritage architect → history of the place, genesis of the project of the Heritage House (renovated house), Alexandre Ribot's house, important character for the city
- 🧠 Voice 2 : Project manager → architectural design, technic aspects, spatial conception, progress of the construction site



Worksite visit of Heritage House

September 2023

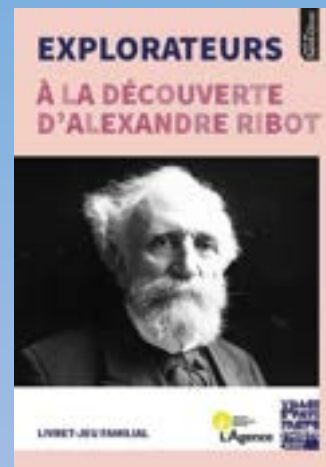
Voice 1 : Heritage architect

Voice 2 : Project manager

2023







2025





Boat tours: Discover the heritage of the marshes & suburbs of Saint-Omer

September 2025

-  Voice 1 : Tour guide → history of the suburbs of Saint-Omer in relation to the marshes, which are productive gardens
-  Voice 2 : Boatbuilder → techniques for building bacôves, tradition and ancestral knowledge, relation to the suburbs' history of Saint-Omer
-  Walking tour : 1 h
-  Boat tour : 1h



Boat tours: Discover the heritage of the marshes & suburbs of Saint-Omer

September 2025

Voice 1 : Tour guide – walking tour

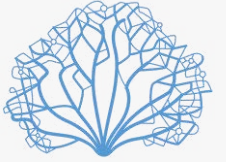


Voice 2 : Boatbuilders – boat tour



“Les Faiseurs de bateaux”





In brief



When ?

- During European Heritage Days
- May by bicycle
- new landscaping/architectural/urban projects
- group programming on demand



How often ?

- From 2 to 4 two voices tours by year, since 2021



How to participate ?

- Free
- On registration on the website
- Very appreciated from inhabitants and tourists, full every time





In brief



What means of transport ?

- Walking, by bike, by boat
- For the future : by pony, by train and by bus?



Which profession highlighted ?

- Historians, landscapes architects, architects, ecologists, mediators from the Agency, tour guides, associations, engineers, artists
- For the future : tilers, carpenters, technicians

**A support for new ideas for the future,
to comfort a multiple helix approach**





AUD as a knowledge partner

L'Agence's missions revolve around three approaches:

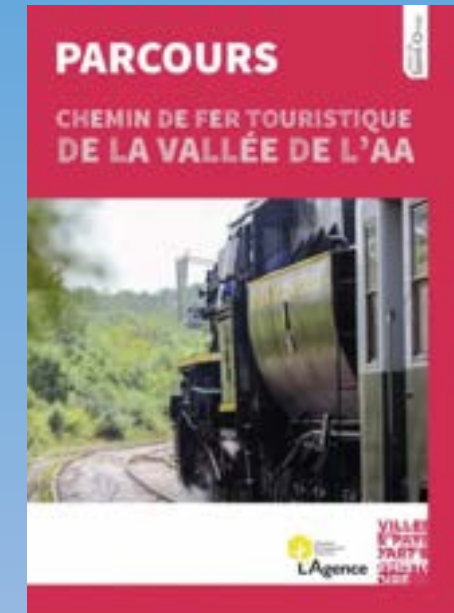
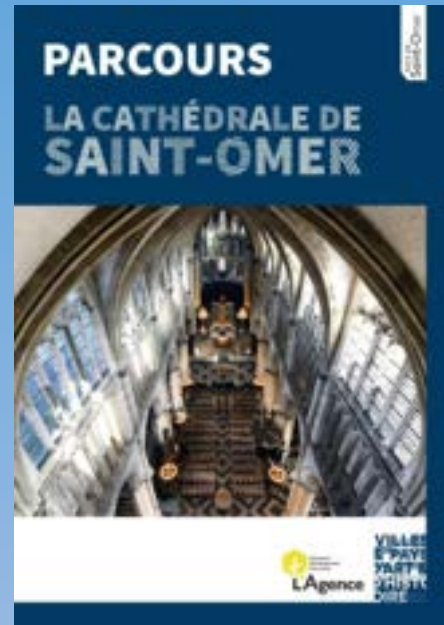
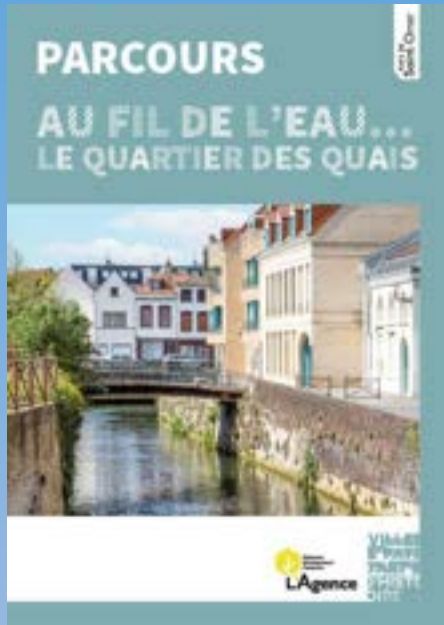
“Understand”: L'Agence collects, processes, cross-references and makes historical and geographical data understandable, to shed light on possibilities, better anticipate and encourage imagination.

“Support”: L'Agence facilitates the conduct of projects, offers solutions and actions to meet the challenges of ecological reorientation: housing, traveling, eating, consuming, working, etc.

“(Getting) involve(d)”: L'Agence is a space for dialogue and sharing, aiming to pass on a culture of development and town planning



To go further



Website of L'Agence : <https://www.aud-stomer.fr/outils-productions/>

Thank you for your attention !

Questions and/or reflections ?



LYSEKIL



What do we want?

Build a stronger, more vibrant and attractive rural community

What do we need to do?

- Increase trust in the municipality as a collaborative partner
- strengthen pride in the area among those who live, work, and visit us
- improve dialogue and communication with our target groups and build closer relationships



How do we achieve this?

1. Closer Collaboration Between Departments

To address important issues that involve multiple departments, we must develop a deeper understanding of each other's processes and work together toward shared goals.



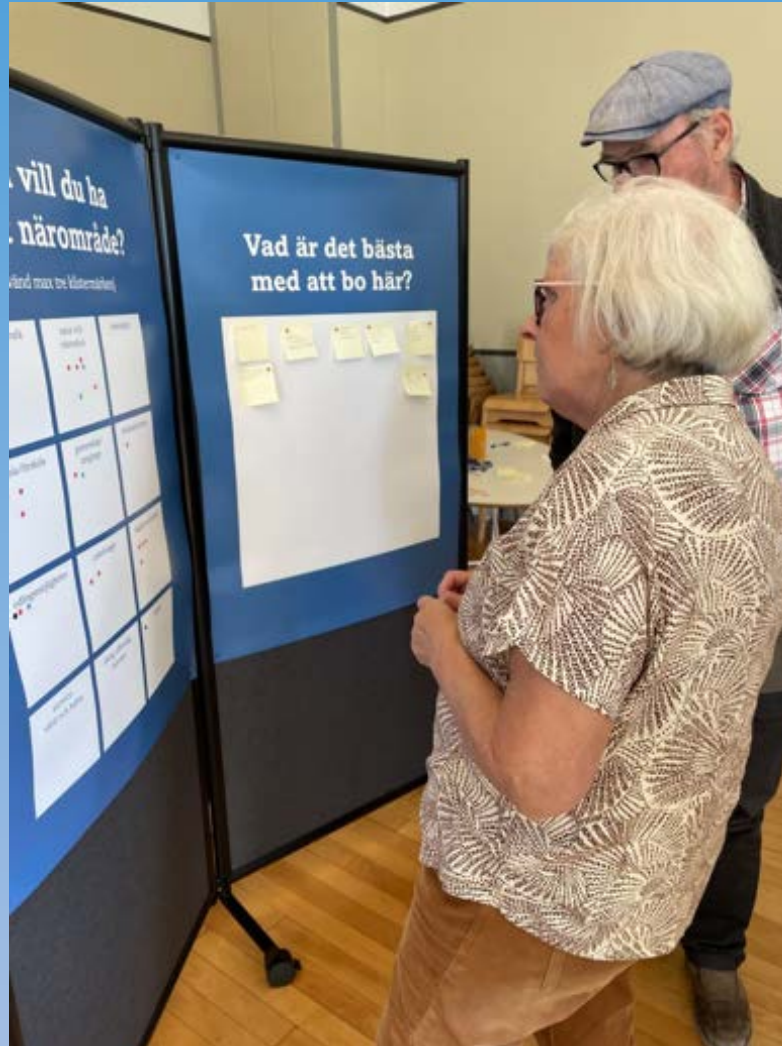


How do we achieve this?

2. Develop Forums and Meeting Places

Through closer collaboration with both existing and new target groups, we can work together to address our challenges. Our aim is to engage with these groups in their own environments, listen to their ideas, and establish a strong foundation for important issues that drive the municipality's development.





Being brave and trying new methods

We wanted to involve people to help us plan the future housing in the municipality, creating dialogue and innovations.

Open meetings in different parts Lysekil, rural and central.





Workshop Bro Co-working



How do we achieve this?

3. Pride in Our Place

By fostering a stronger sense of pride in Lysekil, encompassing the entire municipality, we can collectively shape the perception of Lysekil as a desirable destination to live, work, and visit. This initiative not only benefits the municipality but also significantly supports local businesses and enhances the quality of life for residents.



Help us to shape the story of Lysekil

New phase: from exploring to action

During autumn 2025, the focus have been on the project “Pride in the Place”, where we aim to create a shared image of Lysekil to support the development and promotion of the municipality and its local actors.

The work is based on surveys and workshops.

The survey was open for 4 months and got almost 200 answers.



Workshop highlights

Regina Cederfeldt has been coordinating all the workshops– a great addition to the team! A result of the Storytelling workshop in Fredrikshamn.

Regina has organized 5 workshops, at 5 different locations: Brodalen, Brastad, Lysekil x2 and Skaftö. The workshops have been held in both rural and urban areas.



Workshop highlights

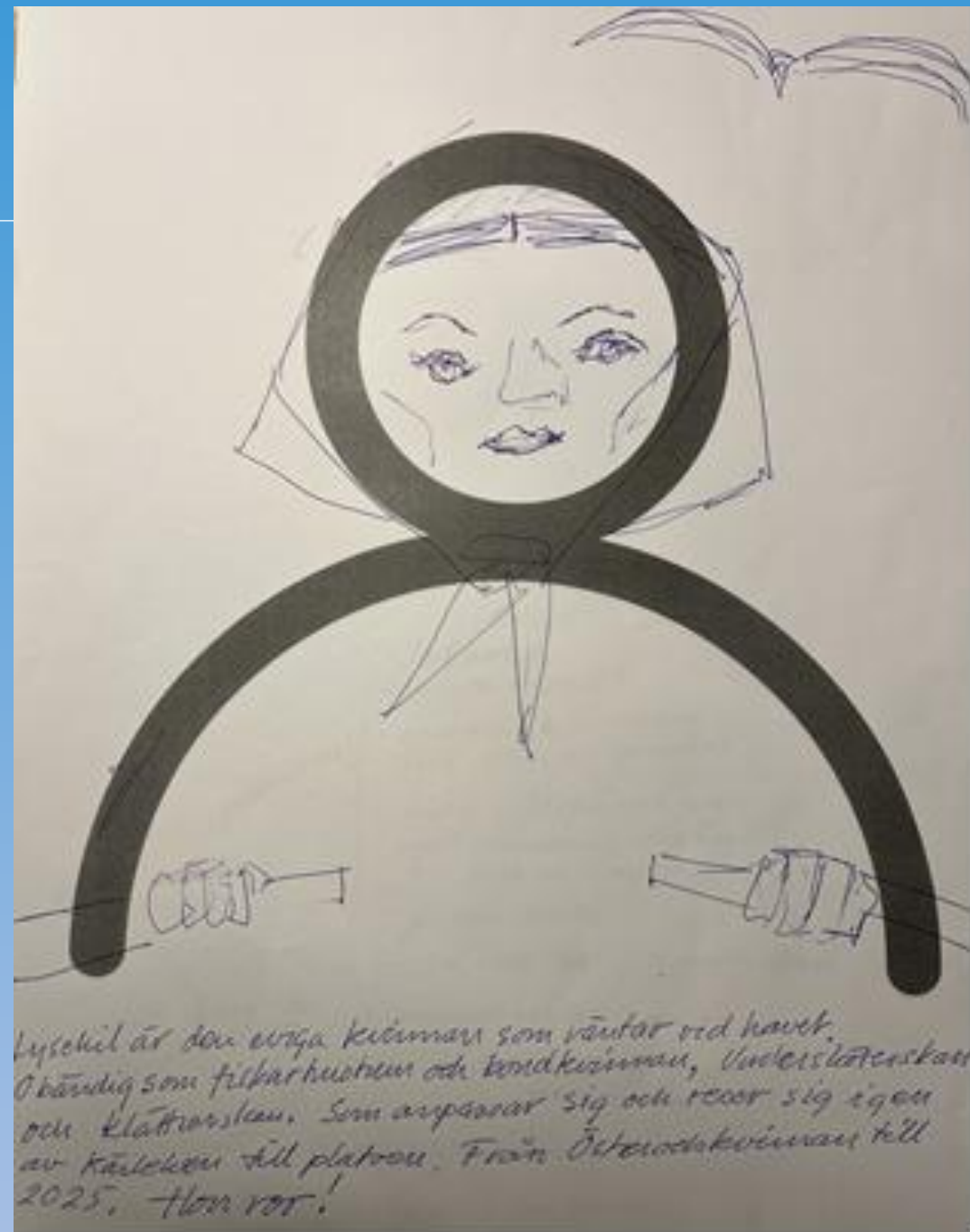
The workshops attracted about 100 persons , from young to old, with different backgrounds



Exercises

Four differens steps in the workshop. In this exercise the groups moved in the room to different boards with questions.

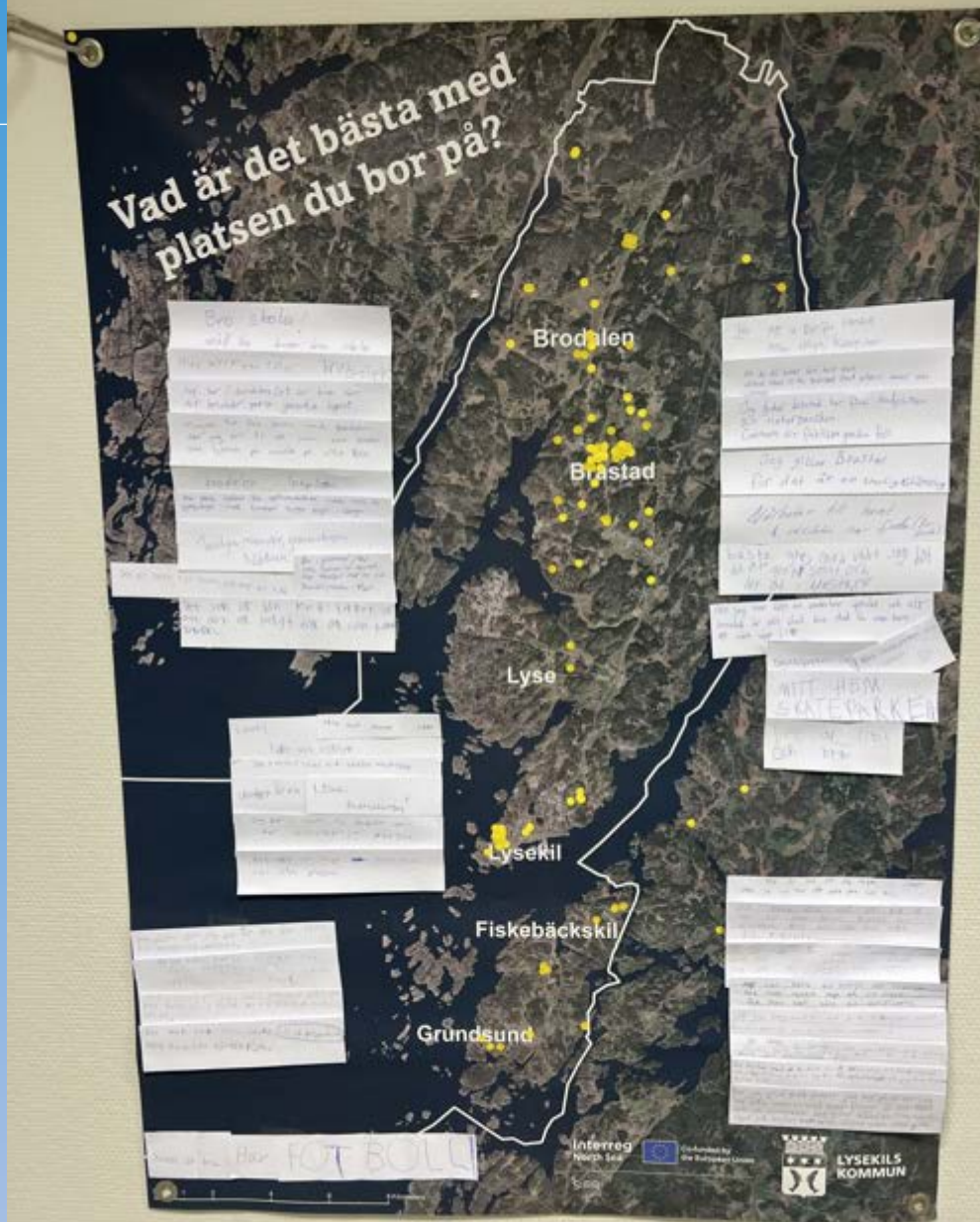
- What is Lysekil known for?
- What do we love about Lysekil?
- What is frustrating about Lysekil?
- Who is here – and who is missing?
- What is in the process of changing?
- What opportunities do we see in the future?
- What would surprise a new visitor?



Dialogues with children

We also had workshops with younger children from different parts of the community to collect their perspective on the place where they live.





Interaction with students - survey

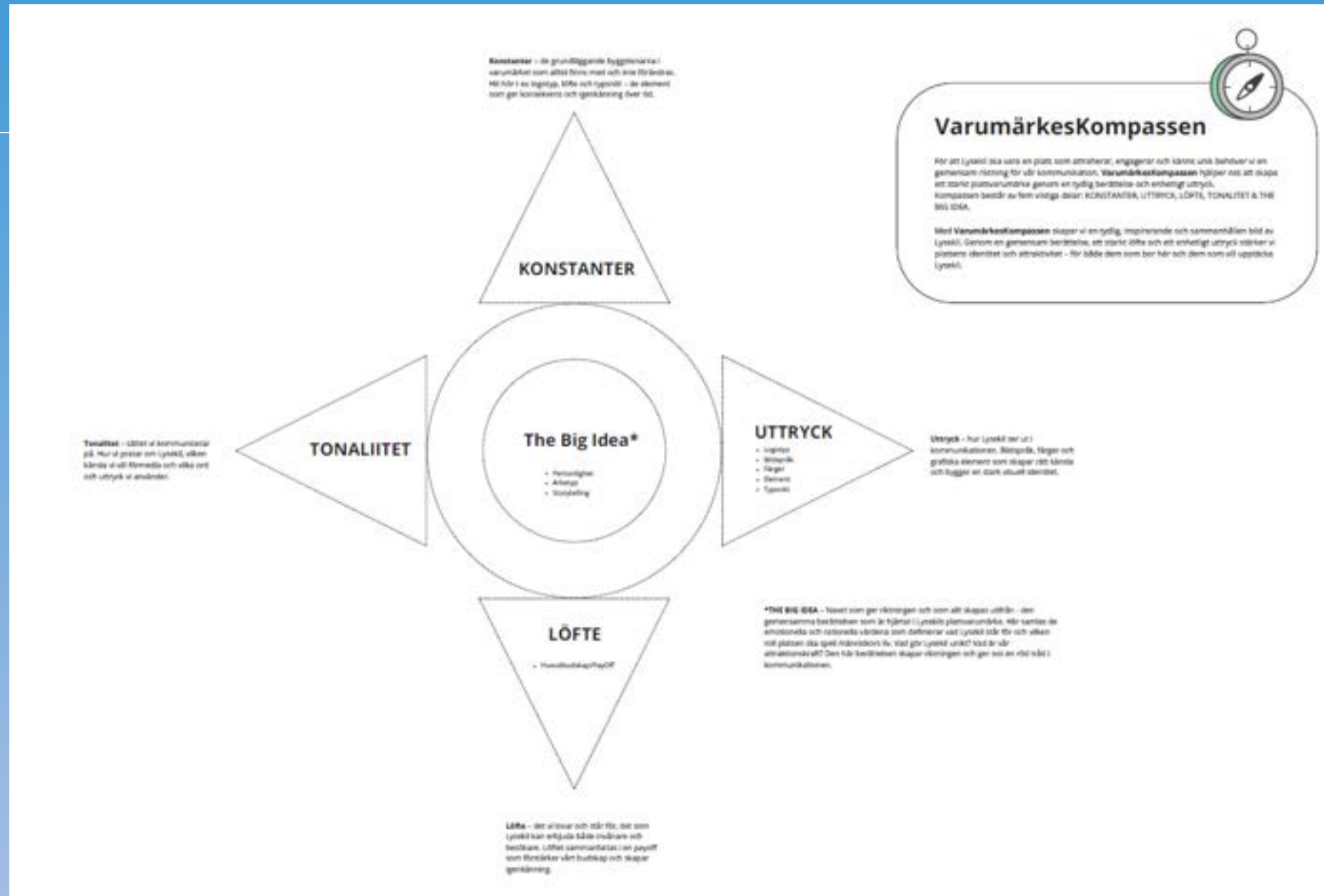


Next phase

A group of 12 people, chosen with multi-helix perspective, will continue the work to develop the place brand together with brand experts.



The process

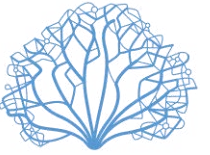




2026

- Develop the placebrand
- Activities that supports the placebrand
- Using the material from "Pride in place" as a foundation when the municipality´s vision is reviewed
- Developing new forms for "municipality dialogues" together with community associations
- Internal internships – tag along with me to work!





Questions and/or reflections ?





SIRR: Sustainability, Innovation and Resilience in Rural areas