

# Torup

## - facilitating success

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## We set out to understand

What are important characteristics of Torup?

- potential differences between Eco-village and the rest of the village
- (358 citizens – 50-50 Eco-village and 'Torup')

What key elements facilitate the positive development in Torup?

Potentials for the future – a critical view

### Theoretical approaches

Endogen drivers of development – and exogen?

Social capital – and economic capital

- Binding, bridging and linking social capital

# What did we do?

## Household survey in Torup

- Why here, how long etc
- Knowledge of and engagement in local activities and networks



## Survey at Torup market (as example of a popular activity)

- Why are you here, how often, living where

## Focus group interviews and workshops

- What is important for the development in Torup?



## Surroundings (survey and media search)

- Knowledge of Torup

# Households – network and activities

– 73 persons (32 Eco-village, 41 'Torup')

## When settled?

- Average approx. 15 years, but some long time residents in 'Torup'

## Social network

- Approx. 90 % meet others privately
- A bit bias towards 'your own part of town'

## Participation in local activities

- Nearly everyone knows of all activities
  - A bit bias towards less in 'Torup'
- Nearly everyone participated in something 2017-2018
  - Some bias towards more Eco-village people participating
- Many volunteered in the activities (approx. 60 %)
  - Most in just one activity
  - Few differences between Eco-village and 'Torup'

## Households – use of services

– 73 persons (32 Eco-village, 41 'Torup')

### Use of local school and day care

- Some bias towards Eco-village (School 82 vs 67 %; day care 73 vs 56 %)

### Local shopping

- Approx 40 % on a daily or weekly basis
  - Eco-village more on daily basis

### Other services

- Some bias towards use by Eco-village
- However, even services in Eco-village are used by Torup as such

# Households – why living in Torup?

– 73 persons (32 Eco-village, 41 'Torup')

## Environmental concerns

*Det er en økoby, fællesskabet,  
det sunde liv og tankegange*

*Spændende sted at bo,  
idegrundlaget, bæredygtighed*

*Kendte nogle i økobyen og  
mødte nogle fra byen, som  
fortalte gode ting om det.  
Fandt et hus der var til salg og  
købte det*

## Local (social) environment

*Lokale initiativer, sociale*

*Gode naboer,  
hyggeligt og rart*

*Føler mig hjemme her, naturen,  
miljøet, kombinationen af mennesker  
og mangfoldighed*

*Tæt på job, naturen*

*Er blevet knyttet til byen*

## Leaving the city (push)

*Det var  
billigt*

*Kan ikke holde KBH  
ud længere*

*Der skulle ske noget  
andet end 4. sal i  
København*

# The market - Survey

– 75 persons

Approx 50-50 'tourists' vs local

Approx 50-50 one-timers vs more times a year

The purpose – a combination

- buying local and organic
- being part of a social event

June-Oct  
every 2<sup>nd</sup> Saturday



## Surroundings – Media and survey

– 122 persons

Many has heard of and visited

- The market, and the cafe in the Eco-village
- But quite some had heard of other activities too

When describing Torup

- Some focus on the eco-village
- In general – small, old fashion OR interesting

Media

- National media - focus on eco-village
- Local media – focus changing eco-village -> Torup as such
  - activities and initiatives



# Potentials

## Organisation

Long lasting local democracy (incl. unity towards outside world)

Relatively small village (we all know each other)

Strong (informal) network (facebook group etc)

## Culture - facilitating

Willingness to dialogue and compromise

Willingness to contribute (frontrunners and followers)

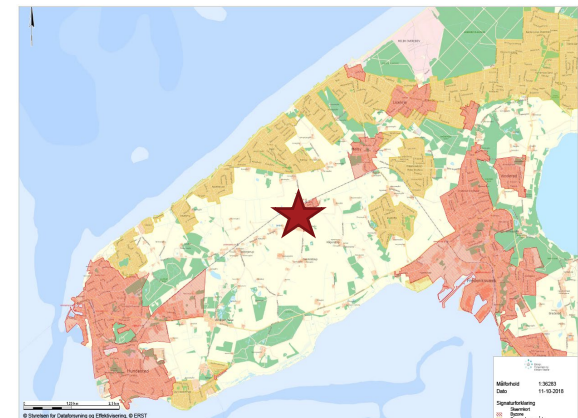
Willingness to collaborate (volume and cross fertilisation)

## Good location, infrastructure and brand

Summerhouses and urban centers nearby

Public transport

Known – 'brand', investments



## In theoretical terms

Endogen drivers – and more...

-> Neo-endogen

A village with a high level of social capital

- Bridging: Willingness to dialogue and participation in activities across
- Bonding: Villagers stand side by side in the dialog with other actors
- Linking: Good contacts to media, public authorities, and 'investors'

Structural (exogen) factors

- Favorable location and infrastructure
- The one and first, brand -> willingness from outside actors

## Torup in 10 years – a critical view

Everything is fine and active

- Take care of the good culture (bonding and bridging social capital)
- Include 'newcomers'

Capital is invested – including from 'outsiders'

- Will this last?
- Take care of the linking social relations

New people want to come

- Could the village become too large?
- Take care of the local democracy, engagement and ownership

Frontrunners, initiative-takers and operating staff

- "Sometimes you support the person more than the project"
- Value all roles / persons
- Arrange for a continuous 'take over'

