

Highlights of the Vuollerim Smart Village Strategy

Sweden



About Vuollerim

Vuollerim is a small village in the middle of Swedish Lapland by the Arctic Circle, neighbouring the beautiful Nordic woods.

Thanks to the strong grassroot culture that has thrived for many years, Vuollerim has achieved solutions to many challenges that are common in rural development. Vuollerim as a community is mobilising and empowering people in a village of about 900 people. Nowadays, there are around 60 businesses, 40 nonprofit organisations, including seven 'Bygdebolag' - businesses for common good to strengthen the local economy in the village.

Key challenges & assets

These 'Bygdebolag' run hotels, tourist activities, a farm with the traditional fell cow breed, cheese making and the local school. Nature, the strong community spirit, the outdoor life, food crafts and good internet connection are some of many benefits of living in a place where the potential is great and the possibilities are endless.

Like so many others, the village is struggling with a shrinking population even though it has a lot to offer



Main objectives of smart village strategy

Objective 1: A growing village

Welcoming new people to the village through the use of digital tools. The village plans to develop an app aimed at people considering to move to the countryside, but who do not know where to start. This would be a tool to present Vuollerim as an attractive place for young people and families with children to move to and invest in. It be combined with a welcoming function to Vuollerim with villagers answering questions that may come up from the target group.

Objective 2: Systematic relations

Systematic change demands a more systematic relationship with the municipality, which holds some of the important infrastructure elements to the future of the village. The strategic work involves formalising this relationship.

Objective 3: A creative and caring village

The recipe for success has always been inclusion and doing things together. Part of the strategy is an ongoing inclusive process with feedback structures, a survey and village meetings as the work progresses.

What is smart?

Community Participation in Strategy Development

Due to Covid-19, it has been hard to develop this strategic document. Only a smaller number of people has been able to contribute directly. The strategy is partially developed on the basis of an earlier visionary process dating back to 2010. Therefore, the development will continue in 2021 within Objective 3.

Links to other strategies

- ✓ The municipality and regional associations wish to grow in numbers, according to their strategies, same as the village of Vuollerim.



What smart actions are implemented and planned?

- ✓ The best village app – this is a smart solution that the village will work on in the next year together with a university. The app is targeting people that are dreaming about or are already considering a move to the countryside, but do not know where to start looking. Several villages will register to join the app, and the app will make suggestions to the user and who can answer their questions.
- ✓ The village is very proud of its many local companies and associations, making a lot of contributions to the village life.

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