

Competitiveness of Small & Medium-Sized Cities in the Baltic Sea Region

4 JUNE | RIGA, LATVIA



PEOPLE'S DEMOCRATIC FESTIVAL — POLITICAL FESTIVAL IN ALLINGE ON BORNHOLM

How can a 4-day annually
held festival support
sustainability of a small
city in a rural area of
Bornholm



Nordic Council of Ministers'
Office in Latvia



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BEFORE THE FIRST PEOPLE'S DEMOCRATIC FESTIVAL IN 2011

ALLINGE:

- Population was shrinking
- Age distribution unequal
- Public school was closure threatened
- Houses were difficult to sell
- All fishing industry was closed
- Fishing boats did not land fish anymore in the harbour
- Ferry connection to Sweden was closed
- Only few shops and private services were open around the year
- Employment rate was low and work was mainly concentrated in the summer period – June, July and August.

2011



2015



THE PEOPLE'S MEETING is a political arrangement and a festival of democracy

BACKGROUND

The idea of arranging People's Meeting on Bornholm grew between people in the Baltic Sea Cooperation.

And it is inspired by Almedalsveckan in Sweden, which some politicians and officials from the municipality had visited.

In 2010 the idea was published in a newspaper and because "The Danish Board for Business Development and Growth" already had worked for more than one year on a business case - Winni Grosbøll, the mayor of Bornholm, announced that Bornholm was quite ready to arrange the meeting in Allinge.

THE FIRST PEOPLE'S MEETING IN 2011

- 2.500 PARTICIPANTS EXPECTED

but

- 10.000 PEOPLE ATTENDED THE FESTIVAL DURING THE 4 DAYS

CHALLENGES:

- the traffic got stuck for hours
- people went hungry to bed
- and to find a bed to sleep in, was not easy
- the digital communication was overloaded and constantly broke down

In 2015 20.000 PARTICIPANTS

THREATS:

- Some politicians suggested that People's Meeting should move to other place in Denmark.





People's Democratic Festival 2015

Presentation of ideas and debate

PEOPEL'S DEMOCRATIC FESTIVAL WAS TO BECOME AN ANNUAL TRADITION IN ALLINGE ON BORNHOLM

Realdania funded an elaboration of a masterplan for People's Democratic Festival and Allinge.

With focus on the Allinge's 3 seasons:

- 1 – Festival season
- 2 - Tourist season
- 3 – winter/off-season

And how can People's Meeting support the sustainability of Allinge ?

Three teams participated





INVOLVING THE LOCAL
PEOPLE IN THE
MASTERPLAN FOR PEOPLE'S
DEMOCRATIC FESTIVAL AND
ALLINGE





In 2018 113.000 PERSONS
PARTICIPATED IN TOTAL ,OR

Day1: - 30.000
Day 2: – 43.000
Day 3: – 35.000
Day 4: – 5.000

with more than 3.000 events

With the growing success the
challenges were also expanding





SECURITY



INFRASTRUCTURE – TRAFFIC



SUPPLIES - EATING AND SLEEPING



SPACE FOR EVENTS, ARRANGEMENTS AND RESTING





THE ECONOMICAL CONSEQUENCES OF PEOPLE'S DEMOCRATIC FESTIVAL

- Population is stable
- More young families have settled in the area
- Public school and kindergarten surviving
- Few new hotels, restaurants, cafes, shops have been established, and it is easier to sell existing businesses
- Tourist season is slowly expanding, but the winter/off-season is still very lifeless with closed shops and restaurants
- Houses are easier to sell and the price of a m2 is now the second highest on Bornholm
- Entrepreneurs have shown interest in building new housing properties

CONCLUSION

How has PEOPLE'S MEETING influenced the development of Allinge and nearby villages?





Conclusions - statements

People's Democratic Festival – can only take place one place in Denmark

The Democratic Festival on Bornholm has inspired other places in Denmark to arrange their own kinds of yearly events – people cultural festival, regional food festivals etc.

And on Bornholm other local people in some small and medium sized cities create their own brands and arrange yearly events to strengthen their sustainability.

