

# Deliverable 6.1: Ways to Trondheim – First pilot report

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This document summarizes the motivation, goals and plans of the pilot on the ways to Trondheim, including a description of the preparations made and the actions conducted in 2021, as well as a breakdown of the actions planned for 2022 and 2023 and estimates for the Key Performance Indicators put forward in Deliverable 2.1 (“Common strategies for pilots”).



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## 1. Summary of pilot goals

The St. Olav's Ways is a common name for several pilgrim, hiking trails that lead from different parts of Scandinavia to Trondheim and some other places that according to Catholic tradition are sacred, based on the pilgrimage tradition that arose after St. Olav's death in 1030 and continued beyond the Middle Ages. Nidaros Cathedral and the tomb of St. Olav are the most popular visits. Today, pilgrimage has an ever-increasing popularity where more of those who choose to go on pilgrimage do so for reasons other than religious.

The rurAllure pilot on the ways to Trondheim aims to see heritage in a perspective of how people have lived their lives along the St. Olav's ways and make accessible how cultural, religious and societal aspects contribute to a rich historical heritage also in the vicinity of the pilgrimage paths. The pilot will focus specifically on Gudbrandsdalsleden, the first of St. Olav's Ways. Since it runs through Dovre national park and natural, unspoiled sections there is potential to develop natural heritage sites along the routes, too. The rurAllure partner NTNU is located along the western route of the Gudbrandsdalsleden in Gjøvik and by Nidaros in Trondheim. Norwegian associated partners are located along the western route of the Gudbrandsdalsleden path, or right along the route in the Lillehammer area.

The pilot's goals can be summarized as follows:

- Explore the possibilities of making points of interest (henceforth, POIs) and destinations available on a common, digital platform shared by the other pilots and the rurAllure project.
- Explore the effects of making POIs and destinations available on such system, specifically for this pilot.
- Gain insight into pilgrims' and travellers' preferences and usage of the local paths (and others).
- Gain insight into pilgrims' and travellers' preferences and usage of digital tools when planning, underway and after trips.
- Extend knowledge about the pilgrim routes, the rurAllure project and rural cultural heritage and destinations through outreach and dissemination.
- Network with local partners and stakeholders with interests in pilgrim "tourism" and rural development.
- Contribute to the accessibility of the local pilgrimage paths through digital dissemination and planning tools.
- Contribute to the digital presence of local stakeholders in proximity of the pilgrim paths, mainly representing cultural heritage activities and/or institutions, but also for accommodation, transport and other relevant activities and points of interests.
- Build narratives/ guides based on cultural heritage in proximity of the paths for three start cases: Mjøsas ark, Maihaugen and Sigrid Undsets Bjerkebæk.
- Build a comprehensive database of POIs in proximity to the Gudbrandsdalsleden path of the St. Olav's ways.
- Align and possibly integrate the rurAllure digital system with already existing digital planning systems like [pilegrimsleden.no](http://pilegrimsleden.no).



- Reach out to and network with other local stakeholders with interests in the pilgrimages and pilgrims such as the regional pilgrim centres connected to Gudbrandsdalsleden (<https://pilegrimsleden.no/en/regionale-pilegrimssentre>).
- Increase awareness of the pilgrim paths and adjoining POIs also among local residents and visitors to increase use and traffic on the paths and to the POIs under the moniker “more feet on the paths”.
- Increase the awareness of the possibilities of making shorter trips and excursions for more recreational use of along the paths and to adjoining POIs.
- Expand the target groups and make the paths and adjoining areas more accessible for families with children and people with special needs, like wheelchair users, the elderly and others.
- Cooperate and network with the other partners of the rurAllure project.

## 2. The ways to Trondheim: Starting point for the pilot

### History

In Nidaros, Trondheim, the pilgrimages to St. Olav's shrine started right after his death at Stiklestad in 1030. It quickly became known that he was a holy man and in 1031 he was declared a saint. The first witness about this is a poem by Torarin Lovtunge from 1031-35. He was the bard of king Olav's enemy, the Danish king Knut. He encouraged the king to pray for St. Olav's intercessions. Within a few years the pilgrimage to St. Olav's shrine was so strongly consolidated that it became known far out in Europe. During these first years the Church in Nidaros, Trondheim, belonged to the Archbishopric of Hamburg/Bremen. The king Oistein Magnussen, in the 1120s, built shelters for pilgrims in several places on the Dovre mountain's plateau.

The care for the pilgrims was so important that there was a detailed regulation for the stay in these pilgrim shelters in the Norwegian legislation. During the 13th century the first church was built. When the Lutheran reformation reached Norway in 1537, pilgrimages were banned. Only in the 20th century people started again to come to Trondheim as pilgrims, especially after the 1980s. Gudbrandsdalsleden was officially opened by HRH The Crown prince in 1997.

Today the St. Olav's Ways (the pilgrim paths to Trondheim in Norway, Denmark and Sweden) are signposted with the St. Olav logo and have received the status as European Cultural Route under the Council of Europe's Cultural Route program.

### Key stakeholders

The [National Pilgrim Centre](#) (Nasjonalt Pilegrimssenter, NPS) is responsible for the public pilgrimage development in Norway, coordinating and prioritising tasks and resources. The public pilgrim routes in Norway are meant to function as incubators for positive and sustainable development. The pilgrimage will contribute to value creation and positive development, open and inclusive to people of different faiths, cultures and traditions.

NPS is organized as a department in Nidaros's Cathedral Restoration work, which is a government agency under the Ministry of Culture. Locally around lake Mjøsa, the museums [Stiftelsen Lillehammer Museum](#) and [Mjøsmuseet AS](#) has been included as local partners for the pilot of WP6.



## Geographical coverage

The main route is approximately 640 kilometres long. It starts in the ancient part of Oslo and heads north along the lake Mjøsa, up the Gudbrandsdal valley, over the Dovrefjell mountains, and down the Oppdal and Gauldalen valleys to end at the Nidaros Cathedral. The pilot will focus on Gudbrandsdalsleden (Figure 1) with a special focus on the Western path along the west shore of lake Mjøsa over Gjøvik.

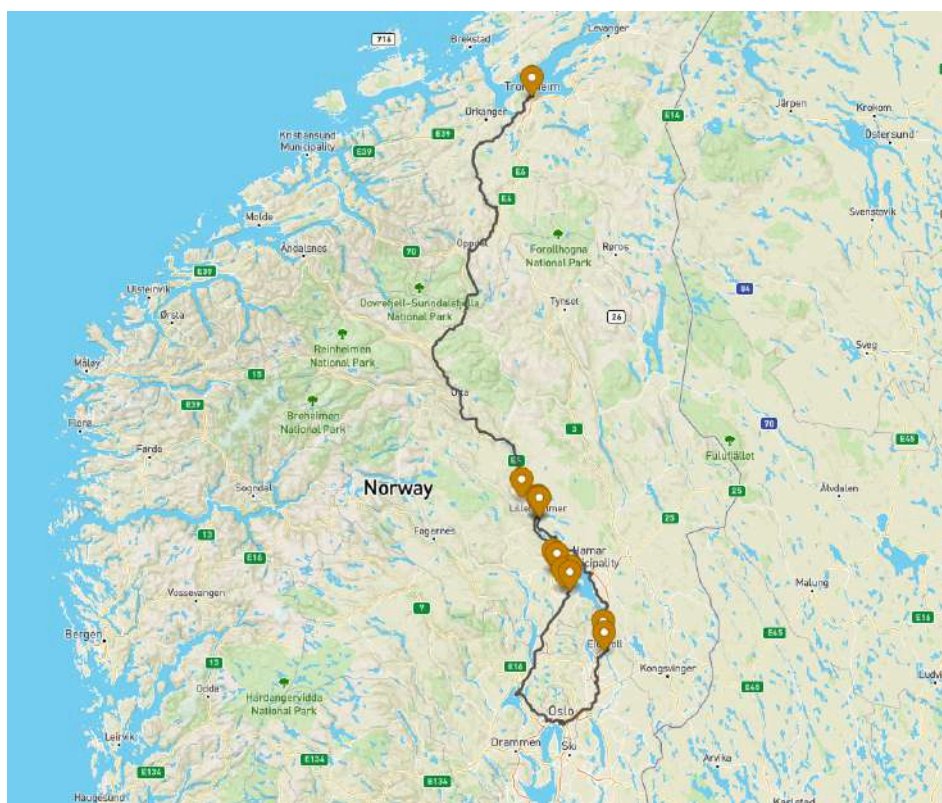


Figure 1. The itinerary of Gudbrandsdalsleden.

## Relationship with other routes

Through the status as a European Cultural Route of the Council of Europe, the St. Olav's Ways cooperate with other Cultural Routes in Europe. There is also cooperation with national paths and both regional and local routes. Historically, St. Olav's Ways were connected to the routes to Santiago de Compostela and Rome through the Danish Hærvejen (sometimes referred to in English as "the Ox Road"), an ancient trackway in Denmark and Schleswig-Holstein (Germany). The route runs from Viborg via Flensburg to Hamburg.

"[Pilgrims crossing borders](#)" was a 2015 initiative of organised pilgrimage from Nidaros Cathedral in Trondheim to Rome covering a distance of 3.000 km. In 2022 there are plans for the event *Pilgrims Open Horizon: Oslo – Rome*, with the following description: "Through five countries, the journey opens our inner horizon, so that we can be united in a common understanding that we are all part of a larger context. In the world today, it is more important than ever to be reminded of this. We are strong when we stand together in love, common understanding and insight. Together we can create a better world for us all and future generations."

<https://pilegrimsleden.no/en/articles/pilgrims-open-horizon-oslo-larvik-hirtshals-roma>

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## Key locations and cultural assets

Gudbrandsdalsleden has countless cultural heritage stories and places to offer, many hundreds are on or close to the path, and remind of past struggles and experiences. Pilgrims can find tombs, historically important sites, beautiful churches and preserved buildings from the Middle Ages, such as a building at Sygard Grytting which housed pilgrims in the 12th century.

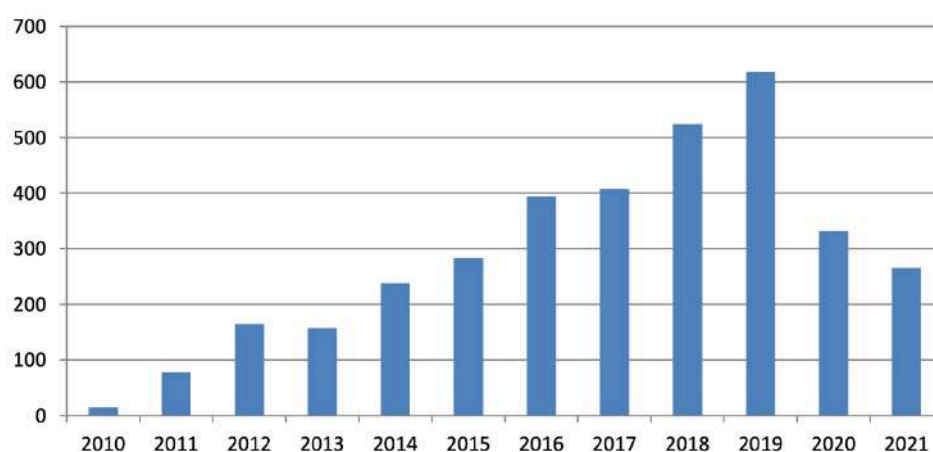
Gudbrandsdalsleden also gives close contact with the legacy of the Viking king Olav Haraldsson, later known as Saint Olav. Water springs are widespread and are known to have healing effects. Along Gudbrandsdalsleden are – among others – the historical sites St. Hallvard Cathedral, Bønsnes, Granavollen, Hamardomen and Dale-Gudbrands Gard. The pilgrimage route crosses the national park of Dovre with a rich natural heritage.

## Current status of development and promotion

The St. Olav's Ways are well developed and promoted, with a steady rise in the number of pilgrims on all parts (although, with the effects of COVID-19 bringing uncertainty to the development of the numbers). The recognition as a Cultural Route by the Council of Europe provided decisive support to relive the Medieval tradition. Pilgrims are counted in the hundreds, not yet thousands (detailed statistics on pilgrims and visits can be found on the National Pilgrim Centre's website at <https://pilegrimsleden.no/en/nasjonalt-pilegrimscenter>). Therefore, there is potential for more regional development of locations along the route and in accordance with the route. There is a [Pilgrim's Office in Oslo](#) which gives advice to travellers and a [Pilgrim Centre in Trondheim](#), under the aegis of the Nidaros Cathedral, which awards certificates to successful travellers upon the completion of their journey.

Table 1 shows the numbers of registered pilgrims that left Oslo for completing the whole pilgrimage along Gudbrandsdalsleden to reach Trondheim by year.<sup>1</sup> The numbers peaked in 2019 with just above 600 registered "long travelling" pilgrims, with a sharp decline for 2020 and 2021 due to the COVID-19 pandemic.

Table 1. Evolution of the number of registered pilgrims along Gudbrandsdalsleden.



<sup>1</sup> The source of the data shown in Tables 1, 2 and 3 is <https://pilegrimsleden.no/assets/images/Statistikk-2021-Pilegrimsleden.-St.Olavsvogene-til-Trondheim.-Gudbrandsdalsleden-St.Olavsleden-og-Kystpilegrimsleia.pdf>





Table 2 shows the numbers of Table 1 broken down into the number of nationalities and the percentages of non-Norwegians leaving the pilgrim centre in Oslo and heading for Trondheim. The majority of this segment of pilgrims (the ones set out for completing all of Gudbrandsdalsleden) was highly international until 2019, with the proportion reversing after the pandemic set in.

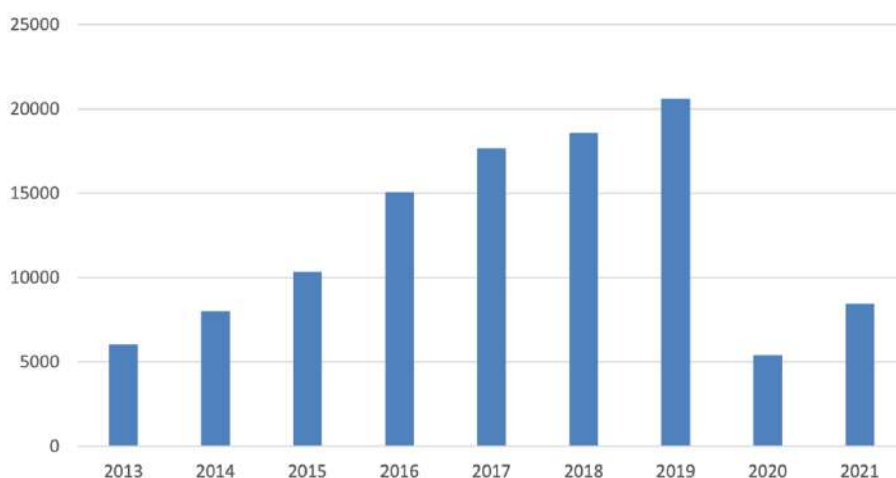
Table 2. Nationalities and share of non-Norwegians along Gudbrandsdalsleden.

YEAR	REGISTERED PILGRIMS	NUMBER OF NATIONALITIES	SHARE OF NON-NORWEGIANS	VISITS TO THE PILGRIM'S CENTRE
2010	15			
2011	78			
2012	165	20	32%	
2013	157	19	30%	
2014	238	12	24%	1150
2015	283	19	31%	1300
2016	394	17	65%	1400
2017	408	25	61%	1250
2018	524	31	70%	1550
2019	618	25	77%	1500
2020	332	15	21%	800
2021	266	23	45%	1090

It must be noted that the numbers in Tables 1 and 2 are only counting the registered pilgrims with the intent to walk the whole of Gudbrandsdalsleden. In Table 3, the numbers of registered person-nights who *paid for* accommodation along Gudbrandsdalsleden shows that when it comes to paid accommodation the numbers are in the thousands, with a peak in 2019 with just above 20.000.

Overall, there was a clear trend to keep growing in numbers of pilgrims and presence of foreign tourists, which are expected to resume after the pandemic.

Table 3. Evolution of the number of registered person-nights for accommodation along Gubrandsdalsleden.



### Rural surroundings

The region of Innlandet is a sparsely populated, mountainous region of Norway rich in cultural and natural heritage. There are approximately 370.000 inhabitants on 52.590 km<sup>2</sup>. Much of the population is centred around the lake Mjøsa with regional centres in the towns of Hamar, Gjøvik and Lillehammer.

The region has a lower birth rate than the rest of Norway and is home to most cabins/secondary homes of all Norwegian regions with a total of 89.212, and is also home to 11 national parks. The region has many famous destinations and tourism is an important part of the economy.

Other important economic activities are public sector, retail, construction, hotels and restaurants, farming and food production, logging and wood-based industries, industrial parks, higher education and research, IT, gaming and VR companies and hydro power.

The main challenge for the Innlandet region in workplace development is a sector structure comprising a large proportion of industries that provide either low-value or that is in decline. There are few industries in Innland that are in national growth.

### Nearby heritage missed by (most) pilgrims

Some relevant cultural heritage assets that are not well known among pilgrims include the following:

- Mjøsmuseet / Gjøvik glasværk. Mjøsmuseet / Mjøsas ark. Ethnographic and historical collection and exhibition thematically linked to the lake Mjøsa; Mjøsmuseet / Gjøvik gård (Figure 2).
- Skibladner, the world's oldest preserved paddle steamer in timetabled service, serving as official pilgrims' ship (Figure 3).
- Lillehammer museum / Maihaugen: Large collection of historic buildings including Medieval church buildings in the Norwegian tradition of stave churches (Figure 4).
- Lillehammer museum / Sigrid Undset's home – Bjerkebæk: The Nobel laureate author's home (Figure 5).

- The national park of Reinsheimen, adjacent to Dovre national park, with landscape and specifically glacial archaeology (Figure 6).
- Historical farms and industrial sites (Figure 7).
- Rock art, iron ores and chalk burning sites that constitute cultural heritage and traces of human life from different time periods (Figure 8).
- Kistefos-Museet museum; Aukrustsenteret (multi-artist Kjell Aukrust's museum); Museum for Forest Finn Culture in Norway; Norwegian Railway Museum; Norwegian Road and Mjøsmuseet museums (Figure 9).
- Maihaugen; Memory Park Dombås; Hjerleid (Figure 10).



Figure 2. Mjøsmuseet / Gjøvik glasværk. Mjøsmuseet / Mjøsas ark. Source: <https://mjosmuseet.no/mjosas-ark-kapp-melkefabrikk>



Figure 3. Skibladner. Source: <https://vegmuseum.no/>



Figure 4. Lillehammer museum / Maihaugen. Source: <https://maihaugen.no/>



Figure 5. Lillehammer museum / Sigrid Undset's home – Bjerkebak.



Figure 6. The national park of Reinsheimen.  
Source:  
<https://secretsoftheice.com/contact/glacier-archaeology-program/>



Figure 7. Historical farms and industrial sites.  
Source: <https://eng.maihaugen.no/>



Figure 8. Rock art, iron ores and chalk burning sites. Source:  
<https://pilegrimsleden.no/en/articles/velkommen-til-pilegrimsbyen-trondheim-1>



Figure 9. Norwegian Railway Museum. Source:  
<https://jernbanemuseet.no/>

### Current needs and opportunities in cultural and touristic promotion

St. Olav's Ways run right next to many sites of cultural and natural heritage interest, many of them unknown to pilgrims and the public, but with great potential for providing enlightenment and added value to pilgrimages, offering new contexts and experiences. There is also a potential reciprocity in informing and enlightening the visitors to adjacent cities about the pilgrimage route, the role of the route in history and present times and the opportunities for pilgrimage and tourism and contemplation along the routes.

Pilgrimages are a form of sustainable tourism that can be further developed and put into a larger context of cultural and natural heritage for mutual benefit. Although a pilgrimage is a contemplative experience on foot in a physical environment and perhaps without digital technology as distractions, there is opportunity for adding digital experiences both in the planning phases of a pilgrimage scenario and as a means for making cultural and natural heritage accessible, also for people not being able to go on a pilgrimage (this might be from reasons of disabilities or resources).



Digital dissemination can augment the experience both for people present on the site and remotely and it can add understanding and contextual layers of meaning to aspects of cultural and natural heritage. Digital dissemination can also be effective in promoting the routes and adjacent heritage sites as possible destinations and tourist attractions.

## Strengths & opportunities

- Strong tourist and winter sports region with large areas of unspoiled nature. The region that the pilgrim path crosses has many well established winter-sports destinations with perhaps Lillehammer as the most prominent and internationally known. The path also has a varied topography with rolling fields over Toten, fjord-lake landscapes along Mjøsa, mountain valleys in Gudbrandsdalen and Drivdalen, and a spectacular mountain crossing at Dovre.
- High standing as a Cultural Route recognised by the Council of Europe. Launched by the Council of Europe in 1987, the Cultural Routes demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared and living cultural heritage.  
<https://www.coe.int/en/web/cultural-routes/the-route-of-saint-olav-ways>
- Well developed and marked pilgrimage-routes on the ground. The St. Olavs Ways paths are well developed, marked and maintained on the ground and Gudbrandsdalsleden is, since the opening in its current form in 1997, the best established of the Norwegian paths.
- A highly developed digital system for guidance and planning at <https://pilegrimsleden.no/pilegrimsledene>. The Norwegian National Pilgrim Center maintains an updated, well-designed digital system and web pages for history, promotion, recommendations and planning of travel along the routes.
  - What rurAllure can offer in addition to the existing system is rich recommendations for POIs not *directly* along the paths, with advanced algorithms to calculate the potential detours and returns.
  - The rurAllure IT platform will offer the opportunity to make personal plans and make them social by sharing and connecting to other pilgrims/tourists.
  - rurAllure also offers the opportunities of adding narratives as collections of georeferenced, rich multimedia content to enrich the experience along the paths and in other contexts.
  - The rurAllure IT platform will be available also as a native *app* for smartphones which will make it responsive, adaptive and flexible to use while *en route*, in addition to other contexts such as desktop use from home. The innovative services may be integrated in existing websites, too.
- A rich ethnographic, folkloristic and cultural history along Gudbrandsdalsleden and specifically around lake Mjøsa and through Gudbrandsdalen. The local associated partners Mjøsmuseet AS and Stiftelsen Lillehammer Museum are strong institutions when it comes to managing, disseminating and expanding the rich cultural heritage and history of the region around Mjøsa and in Gudbrandsdalen.



- A rich architectural, church history with great variety along the paths. Norway's probably most important contribution to architectural history and typology is the stave church and there is a rich variety of stave churches and different church types and histories along the paths.
- Some development of rural tourism and local offerings when it comes to food and accommodation. Over the last 20–30 years there has been developed a network of offerings of local food and accommodation along the paths, and “alternative” forms of tourism like farm tourism, *glamping* and tree-top huts is available along the paths.
- A good variety of local museums and heritage sites along the paths. Norway has a rich cultural heritage that is well documented and available for travelers in historical sites, buildings and a series of local museums and collections.
- A good potential for contributing to the rurAllure digital system with rich content in the form of POIs, descriptions, photos, recommendations and narratives.

## Weaknesses & threats

- Fewer tourists in the summer season: The tourism- and pilgrim season is short and the area covered by the pilot is to a certain extent “travel-through” or “fly-over” territory for summer tourists on the ways to more famous summer destinations like the Jotunheimen mountains, the fjords on the West coast or the northern parts of Norway.
- Some sites are not so accessible. Parts of the paths in Norway crosses fenced-in pastures and remote natural areas which are not so accessible for everyone and where there is little on offer when it comes to accommodation and food services.
- The number of pilgrims are low in comparison with other European pilgrimages. The numbers of pilgrims to “allure” to the rural areas are low in comparison with the other pilgrim routes in the project, the potential in numeric increase is thus proportionally lower for WP6.
- Little knowledge locally about the pilgrimage routes as a possibility for local, national and international tourism and leisure. The routes are well established and marked, but not so well known among local, national and international tourists.
- A situation where the rurAllure digital system will be in direct competition with the existing digital system at <https://pilegrimsleden.no/> which also offers maps, recommendations and planning features: Segmentation and differentiation between the two systems on offer might be difficult.
- Short season for pilgrim tourism – in effect from June to September – a lot of the offerings along the trails are only open in this relatively short season. Consequently, it might be difficult to see value of being part of “another” digital platform for vendors who only are active part-time.
- Possible dissonance between our (NTNU Department of design) user-centered, design approach and the fact that the digital system of rurAllure to a large extent is already designed and implemented; the pilot and the users will have to adapt to the system and not the other way around.

### 3. Pilot actions

#### Territorial coverage

The initial territorial coverage decided for the pilot actions is the Western path of Gudbrandsdalsleden from Lena to Øyer (see Figure 11).

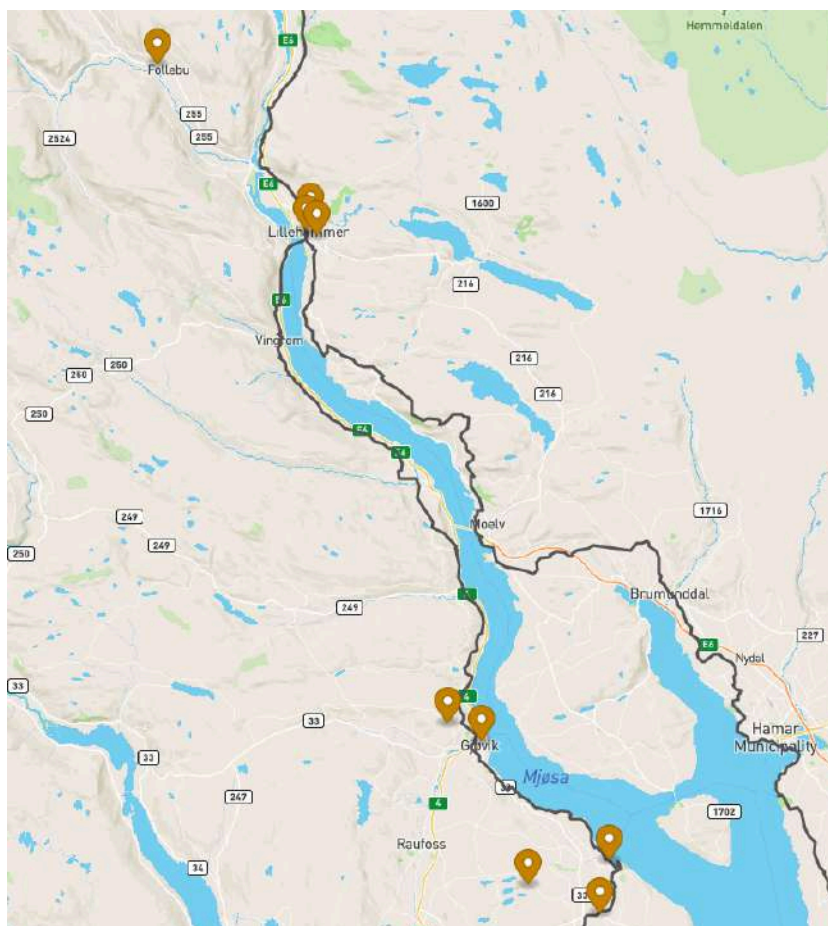


Figure 11. The initial focus area of WP6, including the POIs uploaded to the rurAllure platform as of November 2021.

This coverage of a section of Gudbrandsdalsleden will gradually be expanded during 2022, but the main bulk of planned actions is for the region around lake Mjøsa expanding north through Gudbrandsdalen to the mountain region of Dovre. Further territorial coverage – in addition to Gudbrandsdalsleden – will also be dependent on successful integration of the POI structure from [pilegrimsleden.no](http://pilegrimsleden.no).

As explained later in this document, there are also plans to open the rurAllure system for inclusion of the adjoining pilgrimage routes in Sweden, Denmark and Finland.

#### Newly-created actions (not happening without rurAllure)

The pilot of WP6 on the Ways to Trondheim will be linked to other actions going on in the target territory related to the topics of pilgrimage, rural development, cultural heritage and tourism. Links to other activities are planned through connecting with the regional and national pilgrim



centres, through the regional and national tourist organisations Visit Innlandet and Visit Norway and through our local partners in the cultural heritage sector.

All the proposed actions in WP6 will be newly-created ones, that would not take place without rurAllure. Having said that, WP6 can still be considered to be in a research phase where fact findings and the gathering of information and insight are the main tasks. This section describes what has been done so far in the pilot.

The pilot WP6 was started with a workshop with NTNU and the local partners of Mjøsmuseet AS (MM), Stiftelsen Lillehammer museum (SLM) and Nasjonalt pilegrimssenter (NP) on June 11<sup>th</sup> (M6). Due to COVID-19 restrictions, the workshop had to be conducted digitally, using Microsoft Teams and Miro as tools for online cooperation and ideation. The main purpose was to kick off the WP6, to set the frame of cooperation and possibilities for the pilot, and to ideate around what can be achieved in the pilot and how to approach it.

Next, we show exports of the Miro board used for documenting the activities of the workshop, followed by notes from an ensuing brainstorming:

- To begin with, Figure 12 shows documentation from the first, digital, workshop of WP6 where the main focus was to define scope and propose actions for the pilot along the lines of:
  - Defining geographical coverage for initial actions based on our location on the Western path along the lake Mjøsa. This geographical coverage is then intended to be expanded as a zoom-out on the map to gradually cover more and more of the areas surrounding Gudbrandsdalsleden.
  - Defining target user groups for the planned actions and specifically for the planned actions in relation to the digital system that will be developed in the rurAllure project.
  - Planning for user insight and engagement: How can we find information about potential users and how can we engage with them in user research? Proposed actions are desktop research, interviews, observations, questionnaires and digital ethnography.
- Figure 13 shows the mapping of POIs and possible themes/narratives along the Western path as documented in Miro from our first two digital workshops. We (NTNU) are located on the Western path of Gudbrandsdalsleden and this path is considered to be a bit less developed than the eastern path over Hamar so the proposal was to come up with ideas to bolster this stretch of the path with POIs and recommendations to make it more attractive.
- Figure 14 shows details from a mapping of target audiences for the three partner institutions Mjøsmuseet AS, Stiftelsen Lillehammer Museum and Nasjonalt Pilegrimssenter with ideation about how they could (and should) be reached and if we should prioritise certain target groups over others in our pilot in WP6. The prioritised target groups will subsequently be manifested in personas based on our further knowledge about the user groups and representing different segments of users in our continued work for the digital platform.







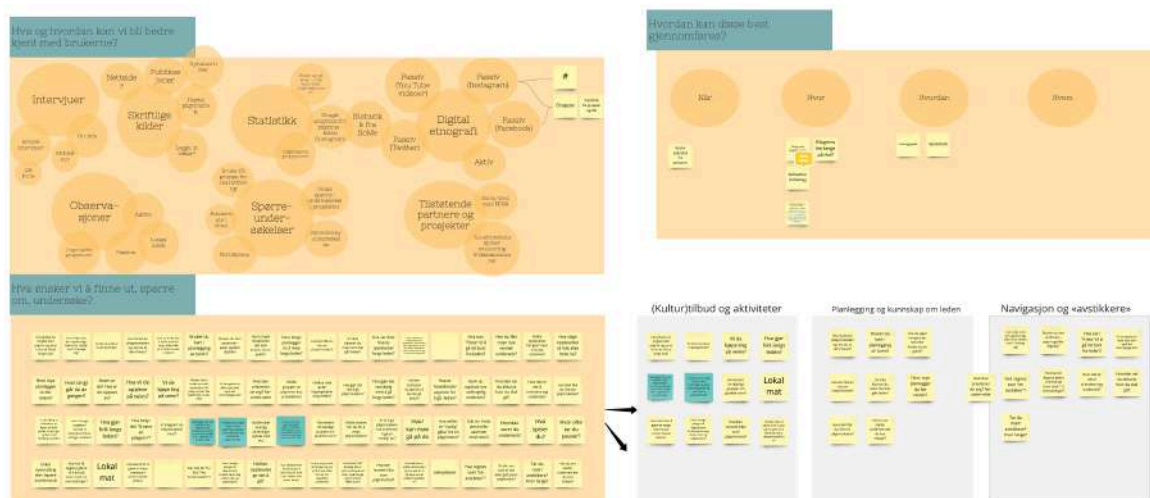


Figure 15. A screenshot of notes gathered during a brainstorm about user research and (cultural) offers and activities, detours from the pilgrimage paths and other aspects.

As a follow-up from the first workshop, we conducted field research during the summer with observations and trips along the local segment of the pilgrimage trail to possibly meet pilgrims to probe for usage and get a better knowledge of the condition, facilities and POIs of the trail segments. We also started a process of observational, digital ethnography / netnography<sup>2</sup> to consider open, public recourses in social media online. Specifically, this activity includes the following:

- Hashtags on Instagram.
- YouTube channels.
- Relevant pilgrim Facebook channels (in Norwegian) to discover:
  - Where pilgrims are active in digital media (and we can reach them).
  - What and how they post.
  - How they communicate.
  - Concerns and wishes that might be relevant for rurAllure and WP6.
- Passive observation and documentation of social media posts and comments relating to Norwegian pilgrims and pilgrims along the St. Olav's Ways using Miro for documentation and co-work (a snapshot is shown in Figure 16).
- Clustering of themes and codes, relating to:
  - Physical location of the post/pictures.
  - The use of posts.

<sup>2</sup> Costello L, McDermott M-L, Wallace R. Netnography: Range of Practices, Misperceptions, and Missed Opportunities. *International Journal of Qualitative Methods*. December 2017. doi:10.1177/1609406917700647





Other activities of WP6 in months 6–12 can be summarized as follows:

- Preparatory research into user groups and user segments conducted during the summer (and ongoing).
- Field research: Local paths have been explored with user observations and interviews.
- Planning of further user engagement and surveying (next season: The pilgrimage season in Norway is short, stretching from June to September).
- Started to use the Ventour CMS (see Deliverable 3.2, “ *rurAllure platform – beta version* ”) when it was made available and we have added some POIs manually.
- Monitoring of pilgrimage-relevant articles and news items in Norway.
- Participation of two NTNU representatives, Gunhild Paulsen and Ole E. Wattne, in the Consortium’s General Meeting in Vila do Conde, Portugal, from September 7<sup>th</sup> to 9<sup>th</sup>, presenting and discussing early plans for the WP6 pilot.
- As part of dissemination, the article “Kan pilegrimer bidra til stedsutvikling?” (“Can pilgrims contribute to rural development?”) was written by Ole E. Wattne and published in the regional newspaper *Oppland Arbeiderblad* on September 28<sup>th</sup> (<https://www.aa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631>). The article was part of the national initiative Forskningsdagene (“Days of research”) (<https://www.forskningsdagene.no/>) hosted by the Norwegian research council.
- Ole E. Wattne presented rurAllure at the national conference “Kultur over grenser” (Culture across borders – <https://www.noku.no/arrangement/kultur-over-grenser/>) October 27-28th by invitation from the Research council of Norway (<https://www.forskningsradet.no/en/>). The conference was opened by the Minister for Culture Annette Trettebergstuen and reached a wide audience from the cultural and museum sectors of Norwegian public administration, NGOs and support actions.
- Continuous dialogue with rurAllure partners throughout the first six months of WP6.

### Previously-existing activities integrated in the pilot

As explained in the preceding section, the pilot of WP6 on the Ways to Trondheim will be linked to other actions going on in the target territory related to the topics of pilgrimage, rural development, cultural heritage and tourism, through our local partners in the pilot. All the proposed actions in this territory will be newly-created ones, that would not take place without rurAllure. There is an important line of work that is **unique to WP6**, due to the existence of a well-developed portal with trip planning features for St. Olav’s Ways at [pilegrimsleden.no](http://pilegrimsleden.no). Thus, we have conducted research into the alignment between that system and the rurAllure IT platform for possible exchange of paths and POIs. POIs have been harvested from [pilegrimsleden.no](http://pilegrimsleden.no) in JSON format, but full integration via the Information retrieval and research data service of rurAllure to the Ventour system (see Deliverable 3.2, “ *rurAllure platform – beta version* ”) has not yet been achieved. Frequent dialogue with KIFÜ has been established to streamline the POI additions and maintenance. Until successful integration, manual addition of POIs to the system will be continued. A POI repository with mutual exchange between [pilegrimsleden.no](http://pilegrimsleden.no) and rurAllure will be investigated further.



The aforementioned integration is potentially strategically important beyond the territorial scope of Norway, which is covered by [pilegrimsleden.no](https://pilegrimsleden.no). We have initiated conversations in the context of WP6 with organisations from Denmark and Sweden who are working to develop and promote the St. Olav's Ways in those countries, as well as other routes (e.g. Camino de Santiago from Scandinavia and Saint Birgitta Ways in Sweden). The Association of Danish Santiago Pilgrims and the National Federation of Pilgrimage in Sweden have expressed interest in participating in rurAllure actions and in **working towards an integrated portal covering the St. Olav's Ways in Denmark, Sweden and Norway**. For both organisations we will work to sign collaboration agreements in 2022.

We also plan to liaise with the St. Olavs mainland and waterways in Finland<sup>3</sup> for further collaboration and WP6 will seek to be present at the summer school of the Horizon 2020 project RURITAGE in Finland in spring 2022 for networking.

### Target KPIs and strategies

This section contains estimations for the Key Performance Indicators (KPIs) and the Complementary Performance Indicators (CPIs) that require contributions from the rurAllure pilots, as explained in Deliverable 2.1 ("*Common strategies for pilots*").

#### KPI3: Involvement of pilgrims and local stakeholders in pilot actions

**KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions**

As of November 2021, **9** local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) have been involved in pilot actions:

- Mjøsmuseet AS
- Stiftelsen Lillehammer museum
- Maihaugen
- Nasjonalt pilegrimssenter
- Sigrid Undsets hjem Bjerkebæk
- Bjørnstjerne Bjørnsons Aulestad
- NTNU
- Oppland Arbeiderblad
- Visit Innlandet

These are all located along the official paths, but Mjøsmuseet AS, Lillehammer museum and Visit Innlandet also have sites that are more than 5 km from the paths.

Additionally, 2 international stakeholders have been contacted, and there are plans to establish collaboration agreements in 2022: the Association of Danish Santiago Pilgrims and the National Federation of Pilgrimage in Sweden.

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<sup>3</sup> <https://www.pyhanolavinmannerreitti.fi/english/> and <https://stolavwaterway.com/en/>



### KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training

2 digital workshops:

- The first digital workshop took place in June and had a special focus on defining scope and possibilities for WP6.
- The second workshop took place in August and had a special focus on planning user engagement, mapping of POI-possibilities and developing stories for recommendations and narratives.

### KPI3.3: Number of pilgrims and tourists involved in pilot actions

There has been indirect involvement through interviews, observation, digital ethnography and dissemination. Exact numbers of *pilgrims* indirectly involved through dissemination is hard to establish, but can be approximated at ~100. Numbers of pilgrims who have been directly involved through interviews were ~10 as of November 2021.

### CPI1: Number of POIs uploaded to the platform.

20 POIs successfully uploaded. Around 1200 POIs have been collected from existing system at [pilegrimsleden.no](http://pilegrimsleden.no), but successful upload via the Information retrieval and research data service of the rurAllure IT platform has *not* been achieved yet due to technical issues. This experience is being used as a testbench to drive the development of the service.

*(Update as of May 2022: 419 POIs along Gudbrandsdalsleden have been uploaded to the system and several more are being collected, written and documented for upload).*

### CPI2: Number of featured itineraries and narratives created for specific topics and segments

Featured itineraries (recommendations) have been planned and partially developed for the following:

- The approach to the lake Mjøsa and Mjøsas ark, in cooperation with Mjøsmuseet AS.
- Maihaugen and the approach to Gudbrandsdalen, in cooperation with Stiftelsen Lillehammer museum.
- Nobel laureate writer Sigrid Undset's home Bjerkebæk and the literary heritage, in cooperation with Stiftelsen Lillehammer museum.
- Author Bjørnstjerne Bjørnsons home Aulestad in cooperation with Stiftelsen Lillehammer museum.
- Art in Lillehammer. Galleries and sculptures in Lillehammer.
- Different locations of historical interest in Gjøvik in cooperation with Mjøsmuseet AS.
- Thematically organised recommendations for experiencing the collections of Maihaugen through a thematic "red thread" like religious history and architectural history.

Featured narratives have been planned and partially developed – and a dedicated writer will be hired to write the narratives as well as texts for recommendations and POIs – for the following:

- The history of church architecture and buildings in the vicinity of the path.



- Folklore and fairy-tales connected to specific locations along the path in our local areas.
- Living conditions and class structures among the farmers and tenant farmers in the agricultural and rural areas around lake Mjøsa.
- The natural and cultural history of lake Mjøsa as a pivotal geographical location providing transport, fisheries, recreation and more.
- Industrial history connected to industrial sites in the Gjøvik area, such as Mustad fabrikk, Gjøvik glassverk and Hunton fabrikk.

These are still under development with planned deployment during months 12-24 (see the calendar in an upcoming section).

### **CPI3: Number and type of newly-created actions for pilgrims**

5 actions for pilgrims implemented, defined and planned so far; mostly concerned with user research: Contact with pilgrims through social media, interviews of pilgrims both in situ and in more formalised settings, observations along the path and a planned questionnaire specifically for WP6. NTNU has, also, supported the common actions decided in WP2 (e.g. questionnaires for profiling pilgrims) and implemented them in the target territories of WP6.

### **CPI4: Number and type of previously-existing activities integrated in the pilots**

We can count 3 actions under this header. An effort has been made to attempt POI-integration and exchange with [pilegrimsleden.no](http://pilegrimsleden.no), and also on analysing how to best align the rurAllure digital platform with the platform at [pilegrimsleden.no](http://pilegrimsleden.no), which is provided by our local partner National Pilgrim Center. We have also sought out and agreed on potential collaborations with pilgrim organizations from Denmark and Sweden, primarily to invite them to contribute to – and thus integrate into – the rurAllure digital platform. Contact with the Finnish pilgrim organizations for further collaboration is also in our plans.

### **CPI5: Media impact**

The following are the highlights in relation to media impact:

- The rurAllure project and the pilot of WP6 have been documented and written about on NTNU's web pages and in social media accounts managed by NTNU and the Faculty of architecture and design.
- As part of dissemination the article "Kan pilegrimer bidra til stedsutvikling?" (Can pilgrims contribute to rural development?) was written by Ole E. Wattne and published in the regional newspaper Oppland Arbeiderblad on September 28<sup>th</sup> (<https://www.aa.no/kan-pilegrimer-bidra-til-stedsutvikling/o/5-35-1407631>). The article was part of the national initiative Forskningsdagene ("Days of research") (<https://www.forskningsdagene.no/>) hosted by the Norwegian research council.
- Ole E. Wattne presented rurAllure at national the conference "Kultur over grenser" (Culture across borders – <https://www.noku.no/arrangement/kultur-over-grenser/>) October 27-28th by invitation from the Research council of Norway (<https://www.forskningsradet.no/en/>). The conference was opened by the Minister for Culture and reached a wide audience from the cultural and museum sectors of Norwegian public administration, NGOs and support actions.





## 4. Calendar and resources

This section lists the activities planned for the period from M12 (December 2021) to M18 (June 18), for an estimated total effort of 18.7 person-months (PM), and from M18–24 with a total effort of 7 PMs, combining to a total of 25.7 PMs for 2022:

- **December 2021:**
  - POI collection and upload to the Ventour CMS system, both by manual addition and through bulk upload via the Information retrieval and research data service (IRS), if technical issues can be resolved and upload is successful. Resource: 0.2 PM
  - Individual meetings with project partners for development of first narratives and itineraries. Resource: 0.2 PM
  - Wrap up of digital ethnography-efforts, summary of findings. Resource: 0.1 PM
- **January 2022:**
  - Joint, physical meeting and workshop with project partners in Gjøvik for coordination and development of content for narratives and itineraries. Resource: 1 PM
  - Planning of further research and observation actions. Resource: 0.1 PM
  - Participation in the second consortium meeting: Resource: 0.2 PM
  - Development of narratives and itineraries with partners. Resource: 1 PM
  - POI collection and upload to the Ventour CMS system, both by manual addition and through bulk upload via the IRS (if technical issues can be resolved and upload is successful). Resource: 0.5 PM
  - Contribute to quality control of map-colours for the rurAllure platform. Resource: 0.2 PM
- **February 2022:**
  - Establish further cooperation with the regional tourist board organization Visit Innlandet. Resource: 0.2 PM
  - Systematically reach out to pilgrim-related partners in the region to make the rurAllure project more known and establish possible cooperation(s). Resource: 0.2 PM
  - Development of narratives and itineraries with partners. Resource: 1 PM
  - POI collection and upload to the Ventour CMS system, both by manual addition and through bulk upload via the IRS. Resource: 0.2 PM
  - Contribute to quality control of map-colours for the rurAllure platform. Resource: 0.2 PM
  - Plan and conduct one physical workshop for local partners at Maihaugen: 1 PM
- **March 2022:**
  - Look into expanding the efforts of WP6 North into the Gudbrandsdalen valley and East to the eastern path on the other side of lake Mjøsa. Resource: 0.5 PM



- Launch the first narrative and itinerary structure within WP6 on the rurAllure platform. Resource: 0.5 PM
- Preparations for and participation in EU review of the project. Resource: 0.2 PM
- POI collection and maintenance on the Ventour CMS system. Resource: 0.5 PM
- Plan and conduct one physical workshop for local partners at Mjøsmuseet AS: 1 PM
- **April 2022:**
  - Launch the first narrative and itinerary structure within WP6 on the rurAllure platform. Resource: 2 PM
- **May 2022:**
  - Launch the two second narrative and itinerary structures within WP6 on the rurAllure platform. Resource: 2 PM
  - Review of the efforts of WP6 so far and planning of the way forward. Resource: 0.2 PM
  - Planning of engagement with pilgrim-tourists for the season of 2022. Resource: 0.5 PM
  - Plan and conduct one physical workshop for local partners at NTNU: 1 PM
- **June 2022:**
  - Joint, physical meeting and workshop with project partners in Trondheim for coordination and development of content for narratives and itineraries. Resource: 1 PM
  - Engagement, interviews and observations of pilgrim-tourists. Resource: 2 PM
  - Assembling recommendations and quality control of imported POIs: 1 PM
- **July 2022:**
  - Summer break, no activities.
- **August 2022:**
  - Plan and conduct one physical workshop for local partners at National Pilgrim Centre: 1 PM
  - Further development of narratives and recommendations: 1 PM
- **September 2022:**
  - Deployment of narratives on the digital system: 1 PM
  - User testing on digital system for WP6: 1 PM
- **September–December 2022:**
  - User involvement of vendors for exploitation of system: 1 PM
  - Preliminary assessment of accessibility of Gudbrandsdalsleden: 1 PM
  - Documentation and reporting of pilot research and actions: 1 PM



## 5. Conclusion

WP6 is still in a phase of research, coordination and planning. Some efforts have been achieved at dissemination, outreach and networking, and also with success at adding POIs to the CMS system. The WP6 project group has delivered to the main project and partaken in the Consortium activities regarding WP2, WP3 and WP8, including translations of surveys and systems into Norwegian for WP2 and WP3, distribution of questionnaires from WP2 (see Deliverable 2.1, “*Common strategies for pilots*”) through online channels with the help of Nasjonalt pilegrimssenter, reporting on local regulations and policies for WP2, and representation and feedback in WP3 tech meetings. WP6 is a small pilot action in the rurAllure-project. Given the competence represented by NTNU Department of design, the pilot has its main focus and efforts on contributing to user insight and high quality content to the digital platform from the perspective of developing a good user experience and testing out ideas and concepts within the framework that the system has to offer. WP6 is also planning for user testing on the platform once it is up and running in a stable, fully functional public version with good content. The findings from such tests will be part of WP6s contribution for documentation towards future platform development and design. The pilot is also planning to have a special focus on accessibility of the pilgrim path at Gudbrandsdalsleden and also the digital system with an intent to look at how accessibility issues can also be a part of POI-descriptions and planning services.

The calendar for 2022 is ambitious, expecting to increase the pilot’s KPI significantly, in particular in relation to the implementation of actions targeted directly at pilgrims and other tourists. At the same time, if it proves difficult to meet the ambitions within 2022 there is still time to continue to fulfil them as the project continues into 2023. The potential integration with the existing platform of [pilegrimsleden.no](https://pilegrimsleden.no) is a distinctive aspect of this pilot, and the possibility of working with new international partners towards an integrated portal covering the St. Olav’s Ways in Denmark, Sweden, Finland and Norway is seen as a highly-relevant promise that will be actively pursued in WP6.



*reach out!*

[www.rurallure.eu](http://www.rurallure.eu)