

3rd EDEN Network meeting EAST OF EDEN Conference on Cooperation and Networking

Place: Kuhmo Arts Centre

Koulukatu 1, 88900 Kuhmo, Finland

Time: 9 – 10 June 2010

Tuesday 8 June 2010

07.20 / 12.25 / 20.20 EDEN guests arriving to Kajaani airport

- transportation from the airport (1h 20min) to Kuhmo.

(Those who arrive at 20.20 continue with the same airport coach directly to the get-together, check-in to Hotel Kainuu/Kalevala after

the get-together.)

21.45 Transfer Hotel Kainuu – Hotel Kalevala (Airport bus will pick up

those guests from Hotel Kainuu who have arrived with an earlier

flight to Kuhmo.)

22.00 - 00.00 Get-together at Hotel Kalevala

- outdoors / indoors incl. light dinner

24.00 Return transfer from Hotel Kalevala to Hotel Kainuu

Wednesday 9 June 2010

08.50 – 12.00 Departure from your hotel with a coach to a "East of EDEN" tour getting to know the nature, culture and local heritage of Wild Taiga Region incl. visits to Juminkeko, National Information Centre for Kalevala and Karelian culture and Petola, National Information Centre for large predators. Tour ends to Kuhmo Arts Centre.

12.00 - 13.30 Registration and lunch at Kuhmo Arts Centre

13.30 – 14.00 Opening of the 3rd EDEN network meeting

Welcome to the region of Wild Taiga!

- Mr. Juhana Juntunen, Administrative Director, City of Kuhmo - Mrs. Francesca Tudini, Tourism Unit, European Commission

14.00 – 16.00 Management structure and Business Plan for the EDEN network

- EDEN Facilitator

Presentation of the EDEN Facilitator's role and proposed approach for a flexible and effective management structure and the development

of a sound business plan for the period 2010-2012

16.00 - 16.20 Coffee break



16.20 - 17.00	General Debate
17.00 - 17.30	Conclusions by the EDEN Facilitator
17.30 - 17.45	Promotion EDEN destinations through www.eco-conscience.it - Mrs. Brunella Dorigo, Eco Coscienza
17.45 - 18.00	 Reminder of the themes and objectives of the meeting Mr. Tuomo Tahvanainen, Development Manager, Kainuun Etu Ltd. Part 1: Tourism as a regional knowledge-based development activity Part 2: Case studies Part 3: Workshops and conclusions (future of EDEN)
18.10	Transfer from Kuhmo Arts Centre to Hotel Kalevala (guests to Hotel Kainuu on foot, 150 m)
19.45	Transfer from Hotel Kalevala to Kuhmo Arts Centre (guests from Hotel Kainuu on foot, 150 m)
20.00	Kuhmo Arts Centre - Kuhmo Chamber Music Concert and at 21.00 local cuisine
23.30	Return transfer from Kuhmo Arts Centre to Hotel Kalevala

Thursday 10 June 2010

09.10 Transfer from Hotel Kalevala to Kuhmo Arts Centre (guests from Hotel Kainuu on foot, 150 m)

PART 1: TOURISM AS A REGIONAL KNOWLEDGE-BASED DEVELOPMENT ACTIVITY

09.30	Moderator, Mr. Antti Toivanen, Managing Director, Kainuun Etu Ltd
09.40 - 10.00	Development of cultural tourism: A Finnish model and action plan - Mrs. Nina Vesterinen, General Secretary, Tourism Theme Group, Rural Policy Committee
10.00 - 10.20	Tourism Brand of Finland - Mr. Jaakko Lehtonen, Director General, Finnish Tourist Board
10.20 - 10.40	Utilisation of the EDEN initiative for promoting local excellence - Mrs. Lea Häyhä, Senior Specialist – Tourism, Ministry of Employment and the Economy, Finland
10.40 - 11.00	Building the Future of Tourism: Competitiveness through Innovation - Ph.D. Pellervo Kokkonen, Programme director, Centre of Expertise, Tourism and Experience Management, Savonlinna Innovation Centre Ltd



10.50 - 11.10 Coffee break

11.10 – 11.30 Sustainability spurring the development of Finnish travel destinations associated with national parks

- Mr Matti Tapaninen, Senior Advisor, Metsähallitus, Natural Heritage Services of Finland

PART 2: CASE STUDIES - THE FINNISH EXPERIENCE

11.30 – 12.30 New good practises for the EDEN network; facilitated by Mr. Antti Toivanen, Managing Director, Kainuun Etu Ltd

The purpose of this section is to introduce new types of good practices according to clearly defined criteria, such as effectiveness of tourism marketing, addressing new market segments and reinforcing equal opportunities. The presentation of the good practices will be followed by discussion.

- Discover Kainuu International tourism marketing, Mrs Jaana Keränen, Sales Manager, Pohjolan Mylly Ltd
- Accessibility barrier free leisure destination, Mr Danny Silva, Project Manager, ELMA project, Snowpolis Ltd

12.30 - 13.30 Light lunch

PART 3: WORKING GROUPS & CONCLUSIONS

13.30 - 16.00 Working group sessions (incl. coffee break at 14.30 - 14.50):

- There will be four (4) Working Groups with a facilitator in each. The four WGs are facilitated based on a pre-agreed methodology. During the plenary session the conclusions from the four WGs will be discussed, synthesized and, hopefully, there will be cross fertilization between all.
 - WG 1 deals with sustainable tourism development in the EDEN destinations. How the EDEN network could help implement sustainable tourism indicators in line with the TSG Group?
 - WG 2 deals with key issues regarding the promotion of EDEN destinations. How the EDEN Network can help promote EDEN destinations and help getting the most out of having been nominated?
 - WG 3 deals with one of the themes identified through the good practice discussion, namely accessible tourism, and in which way Accessible tourism could be part of the destinations of excellence.
 - WG 4 deals with the future of EDEN (WG reserved to National Project Officers).



16.00 - 16.40	Conclusions from the facilitators of the working groups and general debate. Moderation by the EDEN Facilitator
16.40 - 17.10	Presentation of the candidatures for the 2011 EDEN Network meeting Moderation by Mrs Girma Anuskeviciute, the Tourism Unit, European Commission
17.10 - 17.20	Conclusions of the conference: the Future of EDEN Network - EDEN Facilitator
17.30	Transfer from Kuhmo Arts Centre to Hotel Kalevala (guests to Hotel Kainuu on foot, 150 m)
18.45	Transfer from Hotel Kainuu to KalevalaSpirit
18.55	Departure from Hotel Kalevala on foot to neighbouring KalevalaSpirit
19.00 – forever	Farewell party " In the Spirit of Kalevala" evening - indoors / outdoors, local cuisine - The 2 nd Inter Eden Karaoke competition
24.00 and 01.30	Return transfer KalevalaSpirit – Hotel Kainuu

Friday 11 June 2010 Departure to Kajaani airport according to special schedules:

Finnair flight departures from Kajaani to Helsinki on the 11th June AY382 07.45, departure **at 05.15** from Hotel Kalevala AY549 13.55, departure **at 11.20** from Hotel Kalevala Departure from Hotel Kainuu appr. 5 min later.