

MAY 2018



2ND STUDY VISIT REPORT

REGIONAL COUNCIL OF CENTRAL FINLAND

JYVÄSKYLÄ, CENTRAL FINLAND

Table of contents

| | |
|--|-----------|
| General introduction..... | 2 |
| a. General project introduction | 2 |
| b. Elements of context | 2 |
| Site visits and study times..... | 3 |
| a. Introduction | 3 |
| b. Proactive structural change concept introduction and workshop | 4 |
| c. Workshop lead by co-hosting partner: <i>"how to define and articulate better action plans for the development of regional strategies on ccis"</i> | 5 |
| d. Stakeholders session | 7 |
| e. Sauna experience and networking dinner | 8 |
| f. Presentation of a Good Practice: Kasvu Open | |
| g. Presentation of a Good Practice: "Arts Wellbeing Residencies", introduction of the project Kultasote | |
| h. Säynätsalo town hall | |
| Conclusions and lessons learned | 13 |
| a. Overall evaluation | 13 |
| b. The study visit in the media..... | 15 |
| c. Content: main lessons learnt and transferability | 15 |
| d. Next steps: recommendations..... | 15 |
| Appendix | 16 |
| a. Agenda of the study visit | 16 |
| b. List of attendants..... | 18 |
| c. Template of the evaluation questionnaire | |

1. GENERAL INTRODUCTION

A. GENERAL PROJECT INTRODUCTION

CREADIS3 addresses the issue of innovation driving territorial development through nontechnological forms of innovation. To tackle economic, social and environmental challenges, innovation is needed, not only based on the technological sectors but in alling these sectors to culture based creativity.

The main objective of CREADIS3 is to align territorial public policy agendas to support the development of more efficient CCI policies in territories aiming to generate innovation and economic development in European regions. It is declined in 6 subobjectives along 2 priority themes: Improving institutional governance and Boosting CCIs contribution to regional development.

The partners of CREADIS3 are Regional Government of the Basque Country as Leading Partner, Emilia Romagna Region, Public Service of Wallonia, Ministry of Culture of the Slovak Republic, Region of Western Greece and Regional Council of Central Finland.

B. ELEMENTS OF CONTEXT

The CREADIS3 priority and collaboration framework for Regional Council of Central Finland is to **Improve cross fertilisation across culture and technology sectors to trigger spillover effects**. This means that our general approach is to monitor CCIs from a wider regional development point of view, as cross sectoral cooperation - CCIs mixed with other economic sectors, not as an independent industry as such. As a conceptual development strategy we use the concept of proactive structural change. Therefore, we start the study visit with a workshop presenting the concept of proactive structural change.

In Regional Council of Central Finland internal discussions we have elaborated and defined the very objectives and fields of intervention of CREADIS3, based on the current status of the execution of the regional strategy (regional RIS3). The main pillars of the regional strategy are bioeconomy, digital economy and knowledge based economy, complemented with wellbeing industry and tourism.

Read more about Central Finland strategy 2040:

https://www.keskisuomi.fi/in_english/central_finland_strategy_204

The best development so far has been in the field of bioeconomy which is why we will also in CREADIS3 start with CCI topics related with bioeconomy. As the project time-frame is three years, some changes might be necessary during project life time. Therefore our project approach will be experimental and evolutive and if appropriate, bioeconomy sector can be complemented with other sectors of regional RIS3.

One reason for the favourable development on bioeconomy sector is the investment of EUR 1,2 billion made by pulp factory Metsä Fibre in Äänekoski. This has accelerated diverse activities and development efforts around bioeconomy on many sectors and levels.

The bioeconomy perspective in Central Finland also needs differentiation - at the moment bioeconomy seems to be top priority in nearly every regional and governmental strategy, not only in Finland but globally as well.

The CREADIS3 perspective to bioeconomy will, however, be wide and include following development sectors as a starting point:

Crafts and design: e.g. sustainable use of pulp mill residue

Tourism: industrial heritage tourism (combined with cultural assets and other attractions)

Food sector: local food (branding, culinary tourism, events; Valio, market leader in key dairy product groups in Finland, has a factory in Äänekoski, sole producer of Finnish blue cheese)

We recognize that some of our partners are very experienced in these fields and sharing their know-how will enhance the development of this fields in our region. We also got valuable contribution from the stakeholders participating the study visit - Ainara Martínez Matía and Brigitte Sauvage from Basque Country, Audrey Mélotte from Wallonia, Vasileios Papatziropoulos from Western Greece and Michaela Halász and Marek Hattas from Slovakia.

2. SITE VISITS AND STUDY TIMES

A. INTRODUCTION

The programme of the study visit was put together based on the CREADIS3 subtheme of Central Finland, to improve cross fertilisation across culture and technology sectors to trigger spill over effects. The aim was to introduce how Central Finland, as a project partner, interprets and implements this subtheme.



The study visit begun with a workshop presenting the concept of proactive structural change, arranged by the hosting partner.

The second workshop of the day was led by Basque Country as co-hosting Partner, with a theme *How to define and articulate better Action Plans for the development of regional strategies on CCIs*.

It was followed by two parallel sessions, one for the project partners and one for the stakeholders.

The second day of the study visit was opened with short presentations highlighting two of Central Finland's good practices, Kasvu Open concept and Arts Wellbeing Residence concept.

In relation to bioeconomy sector, the study visit to Central Finland included also a workshop about industrial heritage tourism, more precisely concentrating at development of cultural tourism in Säynätsalo area.

Wood industry is - and has always been - the strongest branch in Finnish bioeconomy sector. Säynätsalo sprang up around the sawmill and plywood industries well over a hundred years ago, and even today the UPM Jyväskylä plywood mill provides a large number of jobs.

Säynätsalo community organized an architectural competition to find a design for a town hall to complete their new municipality which was at the end of 1940's the home to around 3000 people. The town hall is designed by Alvar Aalto, and since its construction it has been an internationally renowned monument in modern architectural history. On account of its architectural significance the town hall's courtyard grouping was protected by a building preservation law 3 § 2 on 30th of May 1994.

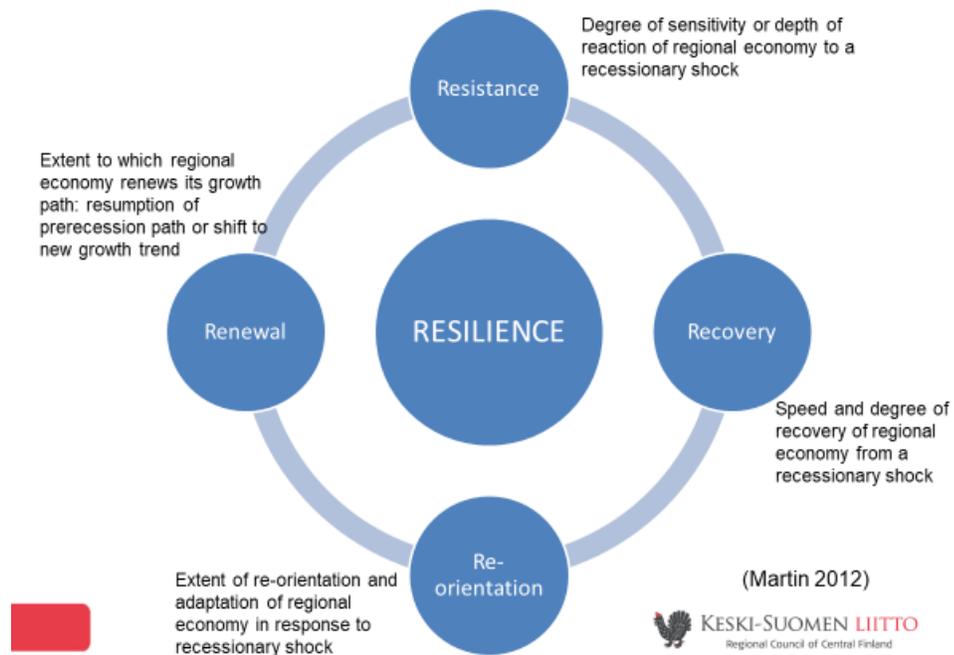
Read more about Säynätsalo Town Hall:

<http://www3.jkl.fi/saynatsalo/townhall/index-en.htm>

B. PROACTIVE STRUCTURAL CHANGE CONCEPT INTRODUCTION AND WORKSHOP

The workshop presenting the concept of proactive structural change was opened by a presentation made by Mr Pekka Hokkanen. The presentation was followed by a workshop in which participants could exercise how to adapt the concept in one's own region, with following questions: regarding the overall regional development in your own region, how can creative economy/CCIs enhance resilience?

Partners and stakeholders were working in regional groups, discussing and outlining the role of CCIs in regards to four elements of resilience:



The outcome of the workshop was concluded by the hosting partner, based on the flipcharts produced in each group.

| | Basque Country | Wallonia | Slovakia | W Greece & Emilia Romagna | Central Finland |
|-----------------------|---|---|---|---|--|
| Resistance | CCIs resists better economy shock Collaboration - associative tissue Strong identity (culture) Economic and decision making autonomy (policy making) | | Closed mindset -> open holistics Mono industry -> complex The least developed regions -> LIVE | Prioritize on sectors that have potential/capacity to adapt Risk management on those sectors | IDENTITY - artists make it visible and its structure alive |
| Recovery | Autonomous/micro SMEs - more speed in recovery Externalization/Subcontracting (CCIs activities) | Audiovisual sector: adaptation, diversification, new products, state/regional support | CCIs | Strong initiatives - CLUSTERING to bring all main components together adn to promote collaboration among actors NOT ONLY FUNDING, bring ideas to the front - meet the markets and customer demands | Artists already experts of new working life concept (can teach and help others) Flexibility |
| Re-orientation | New organizations/clusters - public/private partnerships New business models - specialist/professional nets Orientation to international markets | Desing: reorientation of the skills, cross sectoral development Development of creativity & innovation (transversality) Skills development in all sectors | | Training - education Vocational training Knowledge - attitude - skills Long term - new and innovative tools for policy making, smart specialisation | Artists' ability to sense and present what is coming -> needs to be interpreted and implemented |
| Renewal | RIS3 - opporunity territory -> strategic priority Common policies for CCIs - economic development + culture New transversal funding programmes | Creative Wallonia Creative hubs to spread creativity and collaboration | | Change - networking Communication - strong collaboration with universities Innovation hubs - spin offs - incubators | New products and services from cooperation of CCIs and other industries |

C. WORKSHOP LED BY CO-HOSTING PARTNER: "HOW TO DEFINE AND ARTICULATE BETTER ACTION PLANS FOR THE DEVELOPMENT OF REGIONAL STRATEGIES ON CCIS".

The objective of the workshops was to contextualize and help partners to develop their Action Plans, to explore all potential action fields through exchanges of experiences and provide first ideas for drafting the Action Plans. Five themes were talked about, each partner being in charge of one theme: CCIs Governance (Central Finland), Data and Information systems (Slovakia), Action Programs (Emilia-Romagna), Plans and Programs Evaluation (Wallonia) and Dissemination (Western Greece).

Main conclusions of the workshop:

| Theme | Conclusions |
|-----------------|---|
| CCIs governance | <p>The exercise was really interesting: we could realize all countries had different governance models, but also different expectations. While the Basque Country and Wallonia are trying to find a way to integrate their CCIs governance, the Region of Central Finland aims at withdrawing any public governance from the sector. In Slovakia and even more, in Western Greece, CCIs are not clearly identified and do not have any particular governance, but they both want to create and reinforce it.</p> <p>Some partners evoked possible lines of approach to improve their CCIs governance thanks to CREADIS3 project: make the stakeholder group a permanent and decision-making body, make the hubs or creative district a 1st governance level coordinated by the regional level. Some local and personal specificities also appeared, as the focus made on cross-sector approach in Central Finland and in Slovakia, and the will to include all sectors in the Basque Country.</p> |

| | |
|--------------------------------------|---|
| <p>Data and Informations Systems</p> | <p>Concerning the topic of information systems and data, the partners' views were also really diverse. While Wallonia was not convinced data was the key to design public policies, Slovakia thought data could be a powerful argument to develop CCI's sector. Thus, only the Basque Country and Slovakia would like to improve their current system, and to make it more precise and exhaustive.</p> <p>The partners and stakeholders discussed the bias data could induce, since the 1st challenge would be to define relevant criteria, and it is really difficult to define what we need to know, and then how to measure it (which reference?).</p> <p>Then, as creativity is cross-sectoral it would be difficult to isolate what really could be attributed to CCI's. Lastly, data is a raw material that could always lead to different and contradictory interpretations.</p> <p>As this was the second subject to be treated in the group (after CCI's Governance), we would have needed some more time to get more or better conclusions.</p> |
| <p>Action Programs</p> | <p>The partners, with the only exception of Slovakia, share a common model, where one level (mostly at regional level) is the main responsible for establishing and launching special programs for CCI's, although a real consolidation of structures working for CCI's is still needed.</p> <p>In some cases even cluster associations, as a way to reach for a better coordination in the CCI's emerging sector, have been created recently, while in regions with a longer experience in the CCI's sector, there are already creative hubs promoting intersectoral collaboration with different administrative levels. However, there is still a lack of coordination on a multi-governance basis and a lack of funding sources.</p> |
| <p>Plans and Programs Evaluation</p> | <p>In most cases, a specific evaluation concerning CCI's strategic and action plans does not exist, due to the following reasons:</p> <ul style="list-style-type: none"> - there are some Culture programs, but still a lack of CCI's programs - other type of concrete evaluations, such as environment and social impact, are carried out and then scaled to the specific programs - the only evaluation carried out is the ERDF evaluation, which takes place every three months. <p>Although there are more and more statistical data of public funding of culture industries and the number of SMEs financed by the different funds available, there are still great difficulties to obtain accurate data concerning CCI's as a whole.</p> |
| <p>Dissemination</p> | <p>In general, it can be said that there is not a clear responsible level in charge of dissemination related actions. Often, dissemination is done by different administration levels (local, regional and national).</p> <p>It is noticed that also in the cases where there is a centralized way (platform, system, etc.) used to disseminate information, it is still difficult to include events referring to the creative sectors, since the already existing platforms are usually dealing with cultural agendas. There is a lack of events of all administration levels in a unique platform.</p> |

| | |
|--|---|
| | The main conclusion reached is that the communication at local level is proved to be more effective than at regional or national levels. Sometimes dissemination is even carried out by the stakeholders. |
|--|---|

D. STAKEHOLDERS SESSION

The stakeholders' session was led by Basque Country representatives. The session consisted of three parts: brief presentation of stakeholders meeting procedure, presentations of stakeholders and two thematic groups. Themes for the groups were:

1. Group 1: Tourism/Heritage/Industrial sites Recovery for other uses: RCCF (2 people), AVPIOP (1p), Creative Hub of Seraing (1p) – 4 stakeholders
2. Group 2: Hubs/Advanced Centres: Aroma (1), Eide (1), Kosiçe (1), HidePark (1), RCA (1) – 5 stakeholders

| Questions | Group 1 | Group 2 |
|--|---|--|
| According to the previous presentations, what aspects do you think you have in common and how are you different from others? | <p>Differences:</p> <ul style="list-style-type: none"> -populated vs unpopulated areas and different sizes. -Tourism + Culture vs other kind of activities. -Funding source: public vs private. <p>In common:</p> <ul style="list-style-type: none"> -Tourism is not the aim but the consequence. -Try to use what you already have, don't create new structures. | <p>Differences: in this group the differences have not been addressed as the stakeholders participating in it, are very different among them, so we centred the discussion in what we have in common.</p> <p>In common:</p> <ul style="list-style-type: none"> - Work for better quality of living - wellbeing - Passion - Proactivity - Open minds - Network / Collaboration / Cooperation |
| Are projects carried out collaboratively? At what level (local, regional, national, international)? | <p>RCCF: region + state + municipalities. AVPIOP: regional level.</p> <p>Creative Hub of Seraing: local level.</p> | <p>Collaboration is a key element in all the projects developed by the participant stakeholders, and at all kind of levels.</p> |
| What are the problems and lessons learned in those projects? | <p>RCCF: It is important to have a database of polluted areas to foresee solutions. We have a national database.</p> <p>AVPIOP: Funding/Citizens' awareness/Polluted areas.</p> | <ul style="list-style-type: none"> - Lack of Resources: collaboration necessary, use the existing networks, ecosystems - Handling with bureaucracy |

| | | |
|---|---|--|
| | <p>Creative Hub of Seraing: Pollution, it takes too long to depollute an area. We use FEDER funds.</p> | <ul style="list-style-type: none"> - Life-long Learning: from the beginning of 1 project, get experience (self- learning) - Communication/marketing: not only do, communicate what you are doing in a proper way, make people understand what you do. Speak with lots of people, manage the cultural differences, and the different levels of understanding. |
| <p>What have been the key factors of success in these projects?</p> | <p>RCCF: Participation and awareness of citizens through meetings: face to face communication. AVPIOP: Awareness and social support. Creative Hub of Seraing: FEDER.</p> | <ul style="list-style-type: none"> - Vision: strategy development - Heart and mind: Passion to do things, and Strategy to get the aims - Trust, professionalism, credibility - Innovation - Make small but expandable activities – sustainability |
| <p>In the projects that you are developing or that you plan to carry out in the future, what are the problems or needs that are appearing or that you foresee? Are you prepared to explore new means of collaboration with international stakeholders to reach solutions?</p> | <p>AVPIOP: Collaboration is a key element for our organization. Creative Hub of Seraing: We would need to have more contact with other areas of Wallonia.</p> <p>To sum up, we think that it is important to plan and foresee. For instance, we need to plan before funds disappear. The challenges will be to establish better communication with citizens, so we can explain and “translate” what our projects are. To get private funding is another great challenge.</p> | <p>YES. As told before, collaboration at all levels, is a key element for our kind of initiatives/projects, as we are speaking about hubs/advances centres, that can't be isolated, not at local level (participation of citizens and local stakeholders), at regional and national levels, and of course and very important, at international level.</p> |

E. SAUNA EXPERIENCE AND NETWORKING DINNER

According to the original purpose of the CREADIS3 site visits should be based on good practices. However, Central Finland’s good practices are not places but concepts. Therefore the site visit concept had to be modified.

Sauna is the essence of Finnish culture. This bathing ritual has been performed across Finland for thousands of years, ever since the first settlers dug a ditch in the ground and heated a pile of stones. Water was thrown on the hot stones to give off a vapour known as *löyly*.

In old times sauna was a place where children were born, and after death, deceased were washed and retained in the sauna before the burial. Today, sauna is an essential element for health and wellbeing. Finnish sauna has been shown to reduce stress, and according to recent studies frequent visits to a sauna were associated with lower death rates from cardiovascular disease and stroke. Sauna bathing may also benefit people with risk factors for heart disease, such as high cholesterol, high blood pressure, and diabetes.

Each sauna is considered to have its own character and its own distinctive *löyly*. The better the *löyly*, the more enjoyable the sauna. One of the most original sauna type is a smoke sauna (a sauna without a chimney).

The sauna experience took place at Varjola guesthouse, some 30 kilometres from Jyväskylä where participants had the possibility to experience the smoke sauna, complemented by swimming in a lake where water temperature was +10 degree. In addition, two jacuzzis with warm water were available.



Networking dinner was served at Varjola guest house's Barn restaurant which operates by reservation only. The restaurant is known for using local ingredients from near-by producers.

Read more about:

Varjola guesthouse: <http://www.varjola.com/home/>

Smoke sauna: <https://www.sauna.fi/in-english/development-of-the-finnish-sauna/smoke-sauna/>

How to behave in sauna: <http://www.visitfinland.com/article/10-sauna-tips-for-beginners/>

F. PRESENTATION OF A GOOD PRACTICE: KASVU OPEN

Kasvu Open is Finland's largest sparring project for eager-to-grow companies, developed by Central Finland Chamber of Commerce. Kasvu Open concept is company driven, flexible and based on experts and facilitators working on a voluntary basis. The goal is to raise a joint movement for eager-to-grow companies in Finland. Kasvu Open is free of charge for participating companies and it welcomes all businesses disregarding the line of business – also several CCI companies have participated the sparring. The two speakers introduced the annual competition lead by Kasvu Open which rose interest and many questions among the group.

G. PRESENTATION OF A GOOD PRACTICE: ARTS AND WELLBEING RESIDENCIES

The Arts and wellbeing concept enhances accessibility to arts for people who cannot participate on their own terms. The aim is to increase wellbeing among residents of care units, give new working methods to care units' personnel and provide artists work and possibilities to deepen professional skills. The aim is also to imbed artistic methods to social and wellbeing services in a long-lasting way.

INTRODUCTION TO KULTASOTE PROJECT

At the moment Finland is going through a historical administrative reform changing the roles of national, regional and municipal authorities. The biggest change will concern social and welfare services and supporting services related to the sector. So far, municipalities have been in charge for social and health sector, including culture based wellbeing services. Along the reform, the responsible body for social and welfare services will be the county, and the aim of KultaSote project is to guarantee the use of art and culture based wellbeing services also in the new administration.

H. SÄYNÄTSALO TOWN HALL

Säynätsalo is a small community some 25 kilometres from Jyväskylä. It sprang up around the sawmill and plywood industries well over a hundred years ago, and even today the UPM Jyväskylä plywood mill provides a large number of jobs.

Säynätsalo community organized an architectural competition to find a design for a town hall to complete their new municipality which was at the end of 1940's the home to around 3000 people. The town hall is designed by Alvar Aalto, and since its construction it has been an internationally renowned monument in modern architectural history. On account of its architectural significance the town hall's courtyard grouping was protected by a building preservation law 3 § 2 on 30th of May 1994.

Read more about Säynätsalo Town Hall:

<http://www3.jkl.fi/saynatsalo/townhall/index-en.htm>

Following presentations were made as short introduction to the workshop, highlighting the industrial history of Säynätsalo and how it is related to Alvar Aalto, city of Jyväskylä development plans for Säynätsalo tourism and the state of industrial heritage tourism in Finland.



1. INTRODUCTION – HARRI TASKINEN

Today Säynätsalo Town Hall is not anymore in its original administrative use but is a famous architectural destination, offering also accommodation. Mr Harri Taskinen is the owner of the company Tavolo Bianco which operates the functions of Säynätsalo Town Hall. Functions include visitor and guidance services, events, meetings and workshops, accommodation services, residency program, café services and arrangement of customized tourism packages and experiences.

2. VISIT JYVÄSKYLÄ – JOHANNA MAASOLA

Ms Johanna Maasola, tourism coordinator at Visit Jyväskylä/City of Jyväskylä, presented the development plans related to Alvar Aalto's architecture from tourism point of view. The aim is to widen the visitor segments from architectural professional to all audiences.

Architect Alvar Aalto started his successful career in Jyväskylä in early 1920's and Jyväskylä region possesses the largest number of Aalto-designed buildings in the world, total 28 buildings.

The development approach includes tight local cooperation, making Aalto available to a wider audiences, different segments among Finnish and foreign travelers, "easy to reach" (product and service packages for travel trade operators and individuals), interesting content with stories and local culture, bond between Aalto's architecture and other strengths of the region (e.g. nature, sauna, wellness and sports) and finally nation wide cooperation and international marketing.

3. INDUSTRIAL TOURISM IN FINLAND – TIINA KIVIOJA

Ms Tiina Kivioja, project coordinator at the Regional Council of Central Finland, valorized in her presentation the concept of industrial tourism in general and more specific the situation in Finland. Bioeconomy, especially forest, is the major source of economic and social well-being in Finland. Due to this fact, most of the industrial tourism sites are related to wood industry.

4. WORKSHOP

In Central Finland World heritage sites, industrial & industrial heritage tourism and architectural sites have been hot topics in discussions among cultural issues and tourism lately. The Säynätsalo workshop encouraged the group to share experiences and create new ones.

The objective of the workshop was to create ideas how to use more efficiently Säynätsalo Town Hall, one of the most significant works of Alvar Aalto and two Unesco World Heritage sites of Central Finland: Old Church of Petäjävesi and A measuring point of Struve Geodetic Arc.

The workshop was carried out in two parallel sessions, one concentrating on Säynätsalo Town Hall, workshop moderated by Ms Mari Holopainen, lecturer on tourism and service business at JAMK University of Applied Sciences, and Petäjävesi Old Church, moderated by Ms. Annamari Maukonen, lecturer at Humak University of Applied Sciences.

The methodology used in the workshops was modified GOPP (Goal Oriented Project Planning) which produced a variety of new ideas for both destinations.

For Säynätsalo the two best ideas were a versatile visitor center, and international Aalto design contest with winner prize, exhibition of finalists in Town Hall.

For Petäjävesi Old Church the two best ideas were development for conference and meeting place for professionals, and venue for high standard events.



3. CONCLUSIONS AND LESSONS LEARNED

A. OVERALL EVALUATION

To evaluate the study visit’s perception of the participants, a survey was submitted to them (26 recipients). On the basis of the 17 answers received, we could draw the following conclusions.

The overwhelming majority of participants was very pleased with the study visit, as illustrated in the diagram below.



88% of respondents thought the study visit was at least “very good”.

Both stakeholders and CREADIS3 members attributed laudatory adjectives to this study visit, such as: exciting, instructing, worthy, creative, well organized.

The majority of respondents (52%) agreed to say the visit was useful. A strong majority also agreed to assess it was rewarding, instructive and well-balanced.

This positive result can be explained by different factors:

- The presence of local stakeholders who managed to disseminate their projects’ results, and their vision of CCIs in general. Many respondents say now they understand more Central Finland, and the mindset of local actors.
- The integration of all stakeholders who managed to create a strong interaction dynamic,
- The agenda made of several charming site visits which contributed to a pleasant atmosphere.

The activities and improvement on schedule, evaluation on each of the activities' content

The overall evaluation is very positive, and all participants seem to have enjoyed a pleasant working trip.

Its success could be assigned to a good balance between working and discovering/networking times (mentioned by all respondents). Then, even if the rhythm was intensive (94% said so), all activities seemed “worth it” (94%), since the following aspects were ensured:

- Learning through both theoretical works and visits (82%),
- A good animation thread (94%),
- An interactive and dynamic momentum (94%),
- Interactions between CREADIS3 members and stakeholders (94%),
- Rewarding workshops (94%).

Nevertheless, a few areas of improvement were mentioned:

- To mix theoretical works and visits during the same day to not be “exhausted” or less receptive at the end of the day
- To maintain activities between stakeholders, but also to strengthen their relations with the CREADIS3 members (all stakeholders could be able to introduce its project to the whole group)
- To be even more practical. As some participants were NGOs, or some projects with precise and local goals, they also asked to be more centered on transferability tips. For instance, workshops are particularly appreciated as a learning tool, and could be used to work on technical and precise subjects.

These general comments are reflected in the activities' evaluation.

- The 1st presentation about “proactive structural change concept” was appreciated by 52% of respondents, but 40% also added they would have appreciated more transferability tips.
- The workshop lead by the Basque Government was appreciated by 76% of respondents,
- Introduction of Basque good practices were positively valued by 82% of the audience,
- Stakeholders workshop was also a success (65%),
- Unsurprisingly, all respondents assessed the sauna experience was “good and useful”,
- The Finnish good practices' introduction was appreciated but some respondents would have liked to know more transferability tips concerning “Kasvu Open”, while some lacked practical information about “Arts and Wellbeing”,
- A great majority enjoyed the second site visit at Säynätsalo Town Hall, as well as presentations and workshop we had there. However, some respondents declared they would have been able to go further on with more technical contents!

B. THE STUDY VISIT IN THE MEDIA

A news about the study visit was published on CREADIS3 website

<https://www.interregeurope.eu/creadis3/news/news-article/3177/16-17-may-2nd-study-visit-to-central-finland/>

A press release was sent out by the hosting partner and also published on Regional Council of Central Finland website

https://www.keskisuomi.fi/ajankohtaista/1663/kulttuurin_ja_luovan_talouden_kehittajia_eri_puolilta_eurooppaa_tutustumassa_keski-suomeen

Twitter was active during and after the study visit. The discussion can be followed using hashtag #creadis3 and project's profile @Creadis3Europe. Some posts with same tags can be found also on Facebook.

C. CONTENT: MAIN LESSONS LEARNT AND TRANSFERABILITY

Beyond the good working times shared with the partners and stakeholders, this 2nd Study visit's lessons learned will find direct applications for the group.

When asked about the added value of the visit for their organization, respondents underlined the following items.

- It will help the partners to improve the organization of their study visit,
- Many participants (70%) will stay in contact with some other people they met in Jyväskylä, even within the same territory!
- Some respondents highlighted that the knowledges they acquired about CCIs will help them to improve their organization's strategy and get "new and wider perspectives".

If we focus more on the concepts and projects introduced, the ones who were the most mentioned by the participants were:

- Culture and arts in health care services, and concept of quality of life,
- Resilience concept,
- Industrial heritage rehabilitation,
- Accelerators such as Kasvu Open,
- Workshop's methodology.

D. NEXT STEPS: RECOMMENDATIONS

Based on the evaluation survey, following recommendations can be made for future study visits:

- Balance between theoretical work and site visits per day, to avoid exhaustion,
- Own activities to stakeholders, but strengthening their relations with the CREADIS3 members,
- More practical content and form of activities, taking into account various backgrounds of participants (e.g. geographical, administrative), workshops are appreciated as a practical learning tool,
- Emphasis on tips for transferability (e.g. good practices).

4. APPENDIX

A. AGENDA OF THE STUDY VISIT

Wednesday 16.5., venue: Cygnaeus House, Cygnaeuksen katu 1

9 – 9.20 Welcome to Central Finland

Short presentation of CREADIS3 project, Ms Marina Aparicio

9.20 – 11.15 Workshop on the Proactive structural change concept - Role of creative economy in resilient approach to regional development

Development Director, PhD Pekka Hokkanen, Regional Council of Central Finland

coffee & other refreshments available during the workshop

11.15 – 13.00 Workshop by Basque country: *How to define and articulate better Action Plans for the development of regional strategies on CCIs*

Regarding the 5 types of Actions in Creadis3 (CCIs Governance / Data and Information Systems / Action Programmes / Plans and Programmes Evaluation / Diffusion and Divulgation), 5 discussion groups will be held during the workshop, moderated by a regional representative (5

All these issues will be recollected in 1 document and the regional representative will introduce the main conclusions to the audience.

Brief presentation of Basque Stakeholders

13.00 – 13.45 Lunch

13.45 – 15.15 CREADIS3 state of play in partner regions (internal for CREADIS3 project partners)

13.45 – 15.45 Stakeholders meeting (parallel to CREADIS3 internal meeting)
conference room Helmi, Cygnaeus House, Cygnaeuksen katu 1

1. Brief presentation of Stakeholders Meeting Procedure
2. Presentations of Stakeholders (Who are we? What do we do?)
3. Thematic groups according to host proposal: Crafts and Design / Heritage Tourism / Food Sector / Culture in Health and Social Sector*
4. Presentation of the results in the thematic groups

*** partners not participating in the Steering Committee of Creadis3, could join this final presentation.*

coffee & other refreshments available at 15 o'clock (onwards)

15.45 – 16.45 Steering committee meeting (internal and limited)

18 - Site visit 1: Traditional Finnish sauna experience, including dinner

Thursday 17.5., venue for morning session: Cygnaeus House, Cygnaeuksen katu 1

9 – 11 Good practices

Presentation of a good practices: Kasvu Open

Presentation: The future of culture and art in social and health care services (Tiina Kivioja)

Presentation of a good practice: Arts wellbeing residencies, Ms Pauliina Lapio

+ discussion with the good practice owners

11 Departure by bus to Säynätsalo

11.30 – 12.30 Lunch

12.45 – 16.30 Workshop on Central Finland theme: Improve cross fertilisation across culture and technology sectors to trigger spill over effects

Introductory presentations:

Presentation of Säynätsalo Town Hall, linked with Säynätsalo industrial history, Mr Harri Taskinen, Tavolo Bianco Company

Presentation of the state of industrial heritage tourism in Finland, Ms Tiina Kivioja

Presentation of development ideas around Alvar Aalto tourism, Ms Johanna Maasola, Visit Jyväskylä

Workshop on Säynätsalo cultural tourism, Ms Mari Holopainen, JAMK University of Applied Sciences and Ms Annamari Maukonen, HUMAK Univeristy of Applied Sciences

coffee & other refreshments available during the workshop

16.30 - 17 Return to hotel

B. LIST OF ATTENDANTS

| |
|---|
| <p>Central Finland</p> <p>Raija Partanen, Central Finland, organizer Harri Taskinen, Central Finland, speaker Sirpa Vauhkala, Central Finland, stakeholder Liisa Bergius, Central Finland, stakeholder Lea Goyal, Central Finland, stakeholder Pekka Hokkanen, Central Finland, speaker Mari Holopainen, Central Finland, workshop leader Maria Häkkinen, Central Finland, speaker Oili Kinnunen, Central Finland, stakeholder Tiina Kivioja, Central Finland, organizer Hannu Koponen, Central Finland, stakeholder Pauliina Lapio, Central Finland, speaker Jani Lehto, Central Finland, stakeholder Johanna Maasola, Central Finland, speaker Annamari Maukonen, Central Finland, workshop leader Pete Okkonen, Central Finland, speaker Leena Pajala, Central Finland, stakeholder</p> |
| <p>Basque Country</p> <p>Marina Aparicio, Basque Country Idoia Aramburu, Basque Country Solène Bordenave, Basque Country Sabino Goitia, Basque Country Faust Kanalaetxebarria, Basque Country Itziar Redondo, Basque Country Josean Urdangarin, Basque Country Ainara Martínez Matía, Basque Country, stakeholder Brigitte Sauvage, Basque Country, stakeholder</p> |
| <p>Wallonia</p> <p>Chloé Faton, Wallonia Delphine Goderniaux, Wallonia Audrey Mélotte, Wallonia, stakeholder</p> |
| <p>Emilia Romagna</p> <p>Angelica Laterza, Emilia Romagna</p> |
| <p>Western Greece</p> <p>Marisofi Mavroulia, Western Greece Spyros Papaspyrou, Western Greece Vasileios Papisotiropoulos, Western Greece, stakeholder</p> |

| Slovakia |
|---|
| Denisa Zlatá, Slovakia Michaela Halász, Slovakia, stakeholder Marek Hattas, Slovakia, stakeholder |

C. EVALUATION QUESTIONNAIRE TEMPLATE

| Questions | Proposals |
|---|--|
| Who are you? | <ul style="list-style-type: none"> - Member of CREADIS3 - Stakeholder - Hosting partner |
| Overall evaluation | |
| Give a grade to the study visit | From 1 (perfect) to 5 (to be improved) |
| If you had to qualify the SV in a word, what would it be? | Free |
| Among the following adjectives, which one(s) would be suitable to qualify this SV? | <ul style="list-style-type: none"> - Useful - Rewarding - Well-balanced - Instructive - Disappointing - Disconnected from the project's objectives - Uncomplete |
| Please justify your previous answer below | Free |
| The activities | |
| Would you say (please tick yes or no)? | <ul style="list-style-type: none"> - The SV's rhythm was intensive - The schedule permitted us both to learn and discover - Theoretical work and visit/networking time were well-balanced - The animation/dynamization was well done - The SV was interactive and dynamic - Stakeholders and CREADIS3 members managed to interact - Workshops are a good tool to work on a defined theme - Site visits were worth it |
| What would you suggest to improve the schedule? | Free |
| Please value each of the activities' content <ul style="list-style-type: none"> - Hosting partner's introduction - Proactive structural change concept introduction - 1st workshop on structural change - Workshop on Basque Country theme - Introduction of Basque Good practices - Internal project review - Steering Committee - Stakeholders workshop | <ul style="list-style-type: none"> - 1 - The content was good and useful - 2 - The content was interesting but lacked of transferability tips - 3 - The content was not technical enough - 4 - The content was inadequate to a CREADIS3 SV |

| | |
|--|--|
| <ul style="list-style-type: none"> - 1st site visit (networking dinner and sauna experience) - 1st GP introduction (Kasvu Open) - 2nd presentations (Arts and Wellbeing) - 2nd site visit at Säynätsalo Town Hall - Presentations by local stakeholders - Workshop on industrial tourism | |
| What would you suggest to improve the content? | Free |
| Lessons learned and transferability | |
| What would be the added value of this SV for your organization? | Free |
| Do you think you will stay in contact with other SV participants? | <ul style="list-style-type: none"> - Yes - No - Maybe |
| Among all activities and contents introduced to you during the visit, which items would be the most likely transferred (being implemented or only discussed) to your territory? Why? | Free |