CREADIS3 – stakeholder group meeting
Time:26.4.2019 at 13-15
Place: Regional Council of Central Finland

PRESENT:
Anna-Liisa Juurinen, Development Manager, Regional Development Company Jämsek Oy
Lea Goyal, Specialist for Education, Central Finland Centre for Economic Development, Transport and Environment
Susanna Nuijanmaa, Senior Lecturer, Tourism and Service Business and Master´s Degrees, JAMK University of Applied Sciences
Raija Partanen, Development Manager, Regional Council of Central Finland (chair)
Tiina Kivioja, Project Coordinator, Regional Council of Central Finland (secretary)
ABSENT:
Anu Tokila, Development Director, Jyväskylä Educational Consortium Gradia
Sari Åkerlund, Director for Economic Policy, Äänekoski Municipality

AGENDA:

1. Raija opened the meeting

2. Raija and Susanna presented the Study Visit to Greece **(Annex Patras)**
   - interesting programme but the adaptability to Central Finland was not very high

3. Raija presented the agenda of Emilia Romagna Region Study Visit **(Annex Emilia Romagna)**
   - two stakeholders can participate
   - priority have those stakeholders who have not yet participated any study visits
   - Anu Tokila will participate (priority)
   - Raija will ask Sari if she is interested – if not, then the participant will be chosen based on potential to promote the contents of the action plan

4. Discussion about the Action Plan (**Annex Toimintasuunnitelmaluonnos)**
   - ”Branding the food – from food to gastronomy” and ”Branding the profession” are the main objectives of the Action Plan
   - preliminary draft of actions (to be defined):
     - Action1: Improving the awareness of Central Finland food (with the help of service design and storytelling)
     - Action2: Improving the distribution and placement (with the help of service design and digitalisation)
     - Action3: Improvement of attractiveness of food-related professions (with the help of service design, storytelling, digitalisation)
   - planned partners in Action Plan:
     - JAMK University of Applied Sciences
     - Jyväskylä Educational Consortium Gradia
     - Regional Government of the Basque Country
     - Basque Culinary Centre
     - Bioeconomy development sector at the Regional Council of Central Finland

- so far, background infomation for the AP themes and contents have been put together of several actions:
    - workshop on the future of food related profession (Jyväskylä Educational Consortium Gradia) 20.11.2018
    - survey of ongoing food-related development measures in Central Finland survey (in cooperation with RDI2Club project/Interreg Baltic Sea), March 2019
    - results of a food-related workshop (JAMK University of Applied Sciences), 2.4.2019