**Action Plan**

Introductory meeting with representatives of the Central Finland Centre for Economic Development, Transport and the Environment

23.1.2019 at 8.15 -9.30

Present:

Central Finland Centre for Economic Development, Transport and the Environment:

Ms Ulla Mehto-Hämäläinen, Head of Unit/Agriculture and Rural Affairs

Mr Veli Koski, Specialist in Rural Affairs (present via Skype)

Ms Satu Tuimala, Specialist in Financing/ESF

Ms Pirjo Suhonen, Development Manager/Business and Industry

Ms Lea Goyal, Specialist for Education, member of Creadis3 stakeholder group

Regional Council of Central Finland:

Ms Hilkka Laine, Programme Manager/ERDF

Mr Hannu Koponen, Development Manager/Bioeconomy (present via Skype)

Ms Raija Partanen, Development Manager/Culture and Creative Economy (memo)

Raija Partanen made a presentation intruducing Interreg Europe Programme, Creadis3 project in general, the general concept of the Action Plan and preliminary ideas for the contents of Central Finland Action Plan (presentation attached, only in Finnish)

**Central Finland Action Plan will concentrate on branding of Central Finland food sector** as a strong field of bioeconomy.

This theme was selected as an outcome of study visit to Basque Country where we had a highly interesting presentation of Basque Culinary Centre.

There are numerous project going on in food sector in Central Finland, mostly financed by ESF for which the Central Finland Centre for Economic Development, Transport and the Environment is responsible for. Some of the project are financed through ERDF, for which the Regional Council of Central Finland is responsibel for.

Despite the strong on-going development measures and a large number of high-quality producers and products, Central Finland food sector is not recognized in the market and among general public (in comparison e.g. to Basque cuisine). Therefore some new measures need to be taken, and these will be the contents of Central Finland Action Plan. The emphasis in will be in connectivity to main developmetn fields specified in Central Finland 2040 Strategy (knowledge based economy, wellbeing, digital economy, tourism, internationalisation).

**All presentatives shared the perception described above and after discussion following was decided:**

* a mapping of on-going food sector related development projects and other measures will be made, to have an over-all vision
  + of what is going on
  + how much money has already een allocated
  + which projects are related to other development fields of the Central Finland 2040 Strategy
  + what kind of operators are already involved
  + what are the gaps (where more intense efforts need to made)
  + what kind of operators should be involved in the actions in the future
* above mentioned mapping will be presented as a matrix, based on which the Creadis3 Action Plan will be developed
* in addition to the mapping, a joint event will be organised for all projects in the field of food sector development in Central Finland, the Action Plan will be introduced and further steps will be made based upon the feed-back from this event (event organised in cooperation with RDI2CluB project, partly funded by IR Baltic Sea Programme)
* all above mentioned actions will be carried out in cooperation with Creadis3 project, manager, together with the Bioeconomy development manager and two representatives of Central Finland Centre for Economic Development, Transport and the Environment and one representative from JAMK University of Applied Sciences (responsible for implementation of majority of food related projects).