

22.4.2013

**Topic: Joint Working Group on Tourism**

**Time: 17.4.2013**

**Place: Arktikum, Rovaniemi**

**Present:**

Pääsuke Kairi	County Administrative Board of Norrbotten
Trengereid Arne	Northern Norway Tourist Board
John-Steve Linlökken	Northern Norway Tourist Board
Nina Vesterinen	Ministry of Employment and Economy (by phone)
Ari Siren	International Barents secretariat
Olga Gorelova	Agency for Tourism and International Cooperation of the Arkhangelsk region
Ljubov Zarubina	Joint Working Group on Education and Research
Linna Eila	MTI, Lapland Institute of Tourism Research and Education
Päivi Ekdahl	Regional Council of Lapland, ENPI
Luiro Satu	Regional Council of Lapland

### **1. Opening of the meeting**

Kairi Pääsuke welcomed the participants to the meeting. The following issues were discussed:

### **2. New mandate for the JWGT**

Kairi Pääsuke told that after Barents Regional Committee meeting few minor changes had been made to the mandate. The mandate will be accepted by the CSO in June.

### **3. The presentation about the future ENPI Kolarctic programme – ENI CBC**

Programme Director Päivi Ekdahl told about the preparation of the new Kolarctic ENI CBC programme. Her presentation is attached with the memo.

The core and overarching objectives of the ENI are listed in Päivi's presentation. In addition to these, there will be thematic objectives, where also tourism is included.

The programme region will remain the same than in the current programme. However, Komi and Nenets are expected to make proposals about how they will participate to the programme. The rule of 20 % will also remain in the future meaning that the 20 % of the project costs can be covered outside the programme area.

The kick off seminar will be arranged in St. Petersburg on the 21.-22.5., which will officially launch the programme preparation.

Päivi welcomed the JWGT to participate to programme preparation work. The mandate will be taken into account, but in addition, JWGT can also reflect and evaluate the draft programme. After that the draft will be sent to Programming Committee and public hearings will be arranged.

Interreg programme preparation will start in a meeting on 5.5.2013. The work continues in Levi seminar on the 17.-18.9.

#### **4. Action Plan for Barents tourism cooperation**

The JWGT is committed and motivated to promote the goals in the Action Plan. However, because everything cannot be done at once, the group discussed about the prioritizing the key factors and recommendations of the Action Plan.

##### **Flight traffic:**

It was agreed that the most important key factor in the AP is number 4: Accessibility and Transportation Infrastructure. This is the key factor that JWGT wants to enhance first. The group set a concrete goal to promote the establishing of the East - West flight connection between four countries. The connection should have 1) reliable flight company, 2) airplanes that meet the modern standards, 3) sufficient capacity to develop tourism (e.g. 40 seats minimum) and 4) sufficient frequency (three times a week).

In the beginning the flight connection would need public support from the national governments.

The next steps to promote the goal will be:

- Nina Vesterinen will inform the steering group of the National Aviation Strategy project (Finland) about the idea
- Kairi will discuss the issue with Barents Regional Committee
- Ari Siren will present the idea in CSO meeting
- Other members of the JWGT will inform the national/ministry level of the proposal in their own countries/regions
- Kairi will contact the Regional Working Group on Transport and Logistics and propose cooperation

## **Other key factors in AP:**

The Action Plan should be disseminated to other working groups too. But first the recommendations for the implementation should be prioritized. Therefore it was decided that each country/region will choose three most important points from each key factor (1, 2, 3 and 4). The key factor 5 will be excluded at this stage and dealt with later.

The prioritized lists will be sent to Kairi by the 15.5.2013. Kairi will make the summary and the issue will be discussed in the next meeting.

## **5. Cooperation with the JWGER**

The JWGT agreed that it is important to join forces and cooperate with other WGs. One of the natural partners is the Joint Working Group on Education and Research (JWGER). JWGER is formed by educational and research institutions. The main goals of the JWGER are educational cooperation and enhancing the academic mobility. Lubov Zarubina told that the current issues in JWGER include e.g. defining the standards of the hospitality sector for education and research, benchmarking the best practices with other countries/regions and disseminating the information.

There are also a few projects in preparation and partners are looked for to join them. Projects will be coordinated by the NARFU.

## **6. Other issues**

### **Chairmanship:**

The question of the JWGT Chairmanship is pending. The representative of Russia did not attend the meeting and therefore it remained unclear who will chair and co-chair the JWGT. However, it is decided that Sweden will act as a chairman assisted by Lapland until the question will be solved, hopefully in the next meeting.

### **Signing the Action Plan in ITFA in June:**

Arkhangelsk has suggested that the joint agreement for promoting the Action Plan should be made and signed by all the JWGT participants. This could happen in ITFA next June. For the agreement the Action Plan should be translated to Russian.

The JWGT agreed that the agreement should be signed by the national level representatives. Each country representative will try to find out who could sign the agreement and inform Olga about this as soon as possible.

It was also decided that the summary will be made and translated to Russian in Arkhangelsk (coordinated by Olga). However, BART project staff will have to check and approve both the summary and the translation.

**Future events:**

The group was informed about future events:

Russian – Finnish partnership Forum 18.6. in Arkhangelsk  
ITFA 18.-19.6 in Arkhangelsk

**7. Date and place of the next meeting**

The next JWGT meeting will be arranged 18<sup>th</sup> of June in Arkhangelsk.

The memo was written by:

Satu Lairo  
Senior Adviser in Tourism  
Regional Council of Lapland