

## MEMO

CREADIS3 Project Core Stakeholders Group meeting 14.6.2017

Present:

Sari Åkerlund, director for economic policy, Äänekoski Municipality  
Anna-Liisa Juurinen, development manager, Regional Development Company Jämsek Oy  
Anu Tokila, development director, Jyväskylä Educational Consortium  
Lea Goyal, specialist for education, Central Finland Centre for Economic Development, Transport and Environment  
Raija Partanen, development manager, Regional Council of Central Finland (chair)  
Tiina Kivioja, policy researcher, Regional Council of Central Finland (secretary)

1. Raija introduced the CREADIS3 Project
2. Discussion about choosing the main focus areas of CREADIS3 Project, from those featured in the Central Finland Strategy 2040.
  - Decided to focus on bioeconomy; in relation to cultural tourism, crafts, gastronomy (local food) and well-being. Further discussion of widening the scope of the goals will be held as necessary.
3. Discussion about the Stakeholders Group

### **Goals of the group:**

- Decided that the Core Stakeholders Group functions as a think tank / ideas bank and a messenger to different target groups, for example holding workshops, bulletin events etc. Especially entrepreneurs were seen as a key interest group.
- Discussion if the Core Stakeholders Group should include more members from different sectors. Decided that the group will get back to the matter in its next meeting.

### **Working practices of the group:**

- Decided to meet at least four times per year. Teleconferences (e.g. via Skype) are also a possibility.
- Discussion about most convenient ways to keep in touch between the meetings. For example Trello and WhatsApp could be possibilities.
- Decided to invite specialists from different fields related to selected focus of the project to share their know-how with the group members.
- Agreed that in between meetings the group members monitor which type of consortiums there are among CCI actors, and which type of projects and actions there are locally and nationally concerning CCI.
- Anu will present a suggestion regarding inclusion of the Kangas area in the CREADIS3 project. Kangas is one of the big development platforms in Jyväskylä. Tiina will compose a

Power Point presentation on industrial and culinary tourism, which the group members may utilize it in their own work.

4. Discussion about smart specialisation in Central Finland

- There are many buildings in Central Finland designed by Alvar Aalto; there lies unused potential. The concept of “sauna-tourism” is also worth developing. There is potential for industrial tourism in Äänekoski and Jämsä, which are both strong industrial towns. Äänekoski has a new biomassfactory, and its potential should be fully utilized.

5. The next Core Stakeholders Group meeting will take place in 24.8.2017



First meeting of the core group – from left to right: Tiina Kivioja, Lea Goyal (back), Anu Tokila and Sari Åkerlund, behind the camera: Raija Partanen

