

Study Visit no 3 Report - Finland



... a trail brought me here

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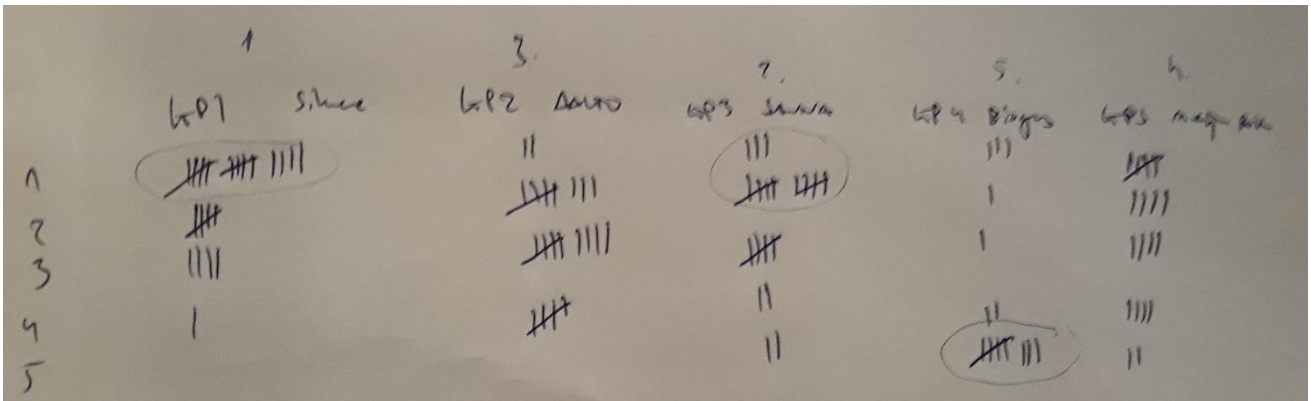
STUDY VISIT REPORT – SV 3 CENTRAL FINLAND 3.-5.6.2019

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1. Overview of the Study Visit

1.1 General introduction

The five Good Practices (GP) were introduced in a meeting in Brasov 20-21th March 2019. As all GP's shared quite equal interest among the participants, the decision was to introduce all five during Study Visit no 3 in Central Finland.



Picture: Voting results by participants in the workshop in Brasov 21.3.2019 – Presentation of five Good Practices of PP3 Central Finland (*Janne Laitinen*)

Study visit no 3 (SV3) was arranged by PP3 in Central Finland, Jyväskylä city and Laukaa municipality, 3rd to 5th June 2019. During the first two days of the study visit all five Good Practices were introduced and feedback and recommendations were collected. On day three we had a workshop with local stakeholders, including clarifications and comments regarding the GP's visited during the SV3 and a summary of the results. In the afternoon of day three there was a partner meeting (More detailed clarification: See Appendix, A1 Agenda of SV3). There were 26 participants representing eight project partners and stakeholders. In addition we had about 10 local stakeholders and representatives of PP3, stakeholders and the GP owners every day. (Participants: See Appendix, A2)



Picture: Participants of SV3 orientating on the first day of the Study Visit in Cygnaeustalo meeting room. (*Liisa Bergius*)

Study Visit no 3 in the Media:

Marketing: Tourism Newsletters of Central Finland by Leena Pajala (PP3), in Finnish:
3/2019: <https://keski-suomi.creamailer.fi/email/5cb5b4f7b0dcb>
4/2019: <https://keski-suomi.creamailer.fi/email/5d0b4c55dcf99>

Three T: First impressions of Central Finland, Youtube video by Tuulia Nieminen (PP3):
<https://www.youtube.com/watch?v=hUmjeCpg85g>

News on Three T platform: <https://www.interregeurope.eu/threet/news/>
FB ThreeT: <https://www.facebook.com/ThreetProjectIE/>

Socia Media, by PP3:

Three T Story and pictures in Instagram: <https://www.instagram.com/keskisuomi/>

In addition there were activity by participants and local stakeholders in Social Media. One example below:



Executive Director Tapani Mattila opened the Study Visit no 3 as a representative of PP3
(Liisa Bergius)



Tweet by Meijänpolku and discussion by a participant from Tenerife. Tweet copied from @Meijän polku

GP 1 BIOGAS ECOSYSTEM - CENTRAL FINLAND PROMOTES THE PRODUCTION AND USE OF TRAFFIC BIOGAS

The GP was shortly introduced by Pirkko Melville and Outi Pakarinen. (See presentations, Appendix A5). In the afternoon we visited a Biogas plant Metener Oy in Kalmari farm, Laukaa, which is a pilot biogas producer in the region. Juha Luostarinen introduced the functions and a gas-filling station operating in the farm.

Central Finland is building a biogas refueling network and the public bodies (e.g. City of Jyväskylä) are committed to use biogas as traffic fuel. The practice is established and has expanded. After a lot of information activities, Central Finland is already recognized as a good example in promoting the biogas production and use in national level. Moreover, the first biogas fueled waste trucks started their operation even before the biogas plant was ready. This was possible as biogas was transferred in containers from another site to refueling station. This clearly indicates, that the City was very open-minded and ambitious in this public procurement process. CIRCWASTE -Project (LIFE IPE FI 004) promotes circular economy and efficient use of material flows. One of the key focus areas in Central Finland is promotion of biogas production and use.

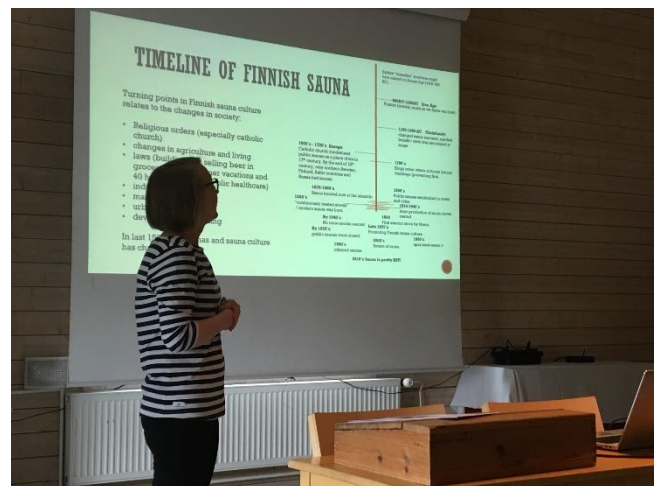
The biogas ecosystem model includes the promoting of biogas production and traffic use in a big picture. Biogas use as traffic fuel decrease the emissions from transport sector, thus helping to tackle the climate change. There need to be the common target and will to promote biogas production and use, especially in strategic level. Public bodies can improve biogas use as traffic fuel by public procurements. Investments for biogas production and refueling stations are big, but by using the local, renewable fuel, the regional economy benefits.



GP 2 SAUNA REGION OF THE WORLD

In Varjola Guest House, Päivi Heikkala from Visit Jyväskylä introduced the Sauna Region -concept. Saija Silen explained the history of Finnish Sauna Culture and the functions of Sauna Village, preserving sauna culture and tradition in practice. Finnish Sauna experience in a traditional black smoke sauna including a swim in a cool lake is an essential part of in the entity of the GP. (See Appendix A5)

Sauna is essential part of Finnish culture. Central Finland is located in the Lakeland, and has some of the most spectacular places to dive into the sauna culture. Before 2016 the information of Central Finland's saunas was fragmented and therefore not easily found by tourists. Sauna Region of the World concept was developed to bring forth entrepreneurs with sauna services in order to ease the findability and marketing of their services. The concept's target groups are both national and international tourists. The concept contains Sauna Region webpages in Finnish and in English, annual international Sauna Region Weeks, Sauna packages for tourists and online map of the Sauna Region. International marketing of the concept has been efficient. Main stakeholders are Central Finland Chamber of Commerce, Regional Council of Central Finland, holiday centres in the region, entrepreneurs with sauna services. Main beneficiaries are national and international tourists (saunalovers) and entrepreneurs with sauna services.



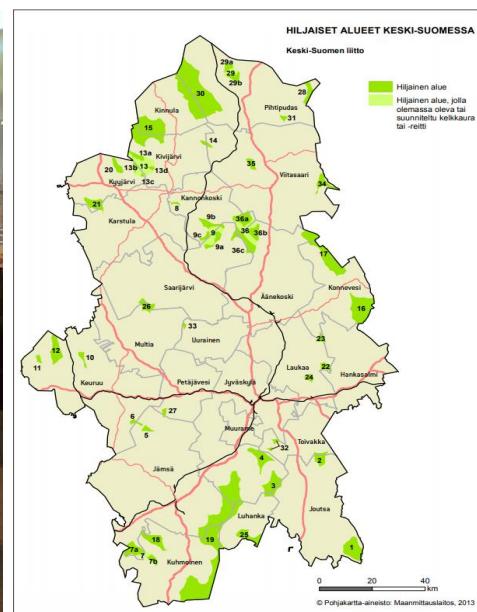
GP 3 SILENCE AS A TOURISM ATTRACTION - REGIONAL PLAN OF CENTRAL FINLAND

Liisa Bergius introduced the theoretic approach of GP 3. As the investigated silent areas are far from main road network and not easily reachable or accessible, it was not possible to visit one during a short Study Visit. This was clearly a disappointment to some participants. The challenge is how to combine silence and needs of tourism business without losing the nature of these areas. In Varjola Guest House, Hannele Levävaara explained how her company Nukula Guest House is using silence as a tourism attraction. Nukula Guest House is located near silent areas. Silence connected with calming, healing and relaxing can also be experienced nearly anywhere in Finnish forests. As a result, a person gains a feeling of happiness and wellbeing. In some urban districts in Finland, where absolute silence is not easily found, calm areas have been investigated, aiming to serve the same human needs for relaxing and calming.

Central Finland Regional Plan shows, among other factors, regionally and nationally important cultural and natural heritage, tourism and recreation attraction areas and trails and their potential in the region. Silence and the purity of nature are key factors for the tourism and, increasingly, sources of wellbeing in the region. As a part of regional planning process, Regional Council of Central Finland has investigated the silent areas of the region during year 2013. Silent areas were notified as one of the criterias when defining the Tourism and recreational attraction areas in Central Finland Regional Plan.

There are 36 silent areas, total 157 587 hectares, in Central Finland. They cover about 7,9% of the surface area of the region. In silent areas no human sounds should exceed 35 decibels and the solid area of silence must be at least 50 hectares. In the selection of silent areas, nature and landscape values were relevant factors. Silence connected to nature values together with tourism and recreation potential offers more value and significance to the region.

There are several concepts in the region using silence as a tourism attraction, and the number is increasing as the value of silence of the nearby nature is more and more widely understood among local entrepreneurs and the municipalities.



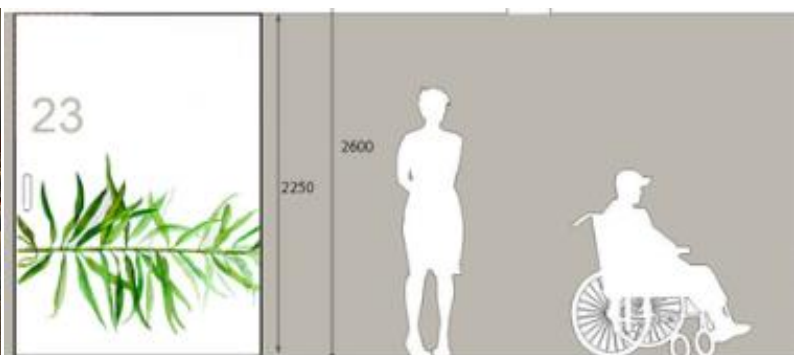
GP 4 ®MEIJÄN POLKU (OUR PATH); CONCEPT TO WELL-BEING AND HEALTH PROMOTION RELATED TO NATURE TRAIL NETWORK

GP 4 was introduced in two parts: On Day one we had a calming forest experience in Varjola Guest House, organized by GP owners and visiting Finnish Happiness Guide Timo Kukko. On day two we visited Hospital Nova Showroom, where *Meijän polku*-concept was explained by Pirjo Mustonen and Janne Laitinen. The idea of connecting the nature of the Natural Parks of the region into the healing process in Hospital Nova project was introduced by Tiina Aho, Timo Kukko and local artist Anna Ruth. The concept theme clearly made an impression to participants: the presentations raised very lively discussions. One common conclusion was that the concept is quite easily adaptable anywhere, requiring not less than wide-based common will and commitment of health care professionals.

Three major well-being issues of citizens in Central Finland today are lack of exercise and lack of rest and loneliness. *Meijän polku* is a regional concept developed by healthcare and well-being professionals to tackle these issues, to promote public health in new and innovative ways. It is a regional well-being path network that provides both mental and concrete paths developed by municipalities in Central Finland based on their individual characters, interests and needs. Together with inhabitants and with support of *Meijän polku* -regional municipality host (*kuntakummi*) they build their own well-being path. Paths draw their strength from the identity and nature of Central Finland. The wellbeing paths are leading people to use the existing nature trails in each others neighbourhood. Further on, the trails in five Natural Parks in the region are also utilized.

Cooperation with educational institutions play an important role in implementing the practice: students make the health measurements and promote the practice in social media. Main stakeholders and beneficiaries are citizens, municipalities and Central Finland region.

New Hospital Nova is the first completely new district hospital to be built in Finland since 1970's. Once completed in 2020, it will serve Central Finland Healthcare District. The healing aspect of nature is present in Hospital Nova, where Central Finland National Parks are sources of inspiration. Nature themes will be seen in the shapes, colours, art, soundscapes, lighting and videos of the hospital. This way, nature becomes a part of the healing process. *Meijän polku* -concept continues the healing path outside the hospital.



Source: <http://www.annaruth.net/sairaala-nova.html>

GP 5 ALVAR AALTO ROUTES IN JYVÄSKYLÄ REGION - THE CAPITAL CITY OF ALVAR AALTO'S ARCHITECTURE

Aalto routes were introduced on Day two, first by studying Aalto's works in Alvar Aalto museum, introduced by Mari Murtoosaari representing one GP owner, Alvar Aalto Foundation, then having a guided boat trip "Aalto e la Natura" from Jyväskylä harbour to Säynätsalo, followed by a walk to Säynätsalo town hall, where, Johanna maasola from Visit Jyväskylä, as GP owner explained the concept. We were hosted by Tavolo Bianco and Harri Taskinen, one of the GP owners, responsible for utilizing the Town Hall. The Study Visit was finished by having a short visit to Muurame Church, guided by Vicar of Muurame Parish, Simo Lampela. During the visit, also exchange of experience was organized between participating stakeholders.

Jyväskylä is the capital city of Alvar Aalto's architecture. Jyväskylä region offers variable themed tour packages around Alvar Aalto. Alvar Aalto routes include tours and trails utilizing soft or human powered mobility means. The GP is implemented and maintained by Visit Jyväskylä. The main stakeholders are f.ex. the Museums, transport and accommodation entrepreneurs, city on Jyväskylä, Alvar Aalto Foundation and the Federation of Finnish Tourist Guide Association. Beneficiaries are the citizens, domestic and international visitors and local and international entrepreneurs. GP 5 combines cultural heritage, local nature and human covered or green mobility. It also makes Alvar Aalto's relationship to nature visible.

Alvar Aalto is an intrinsic, natural strength of the region. In Jyväskylä, it's possible to find the largest number (28) of masterful buildings in the whole world designed by the world-famous architect and academician Alvar Aalto. Alvar Aalto is a strong brand of international interest, and the brand can benefit widely many stakeholders, from citizens and domestic or international tourists to local entrepreneurs. The Aalto theme is easy to integrate with another strength of the region, which is sport. Self-tourism and sustainable or ecotourism is increasing, as well as the need for digital accessibility of services.



2. Workshop session in Day 3

2.1 Group activities

Over the course of two days, a total of five of our Good Practices (GPs) on sustainable mobility and tourism, as well as on natural and cultural heritage were introduced. Participants were asked to rate each GP separately on a multi-page form. The evaluation form also requested recommendations from those GPs who would be interested in other partners on the topic of the joint TUTORING SESSIONS to be held early next year and those recommended for publication on the Interreg Europe website.

According to the feedback given in the feedback forms, Interest was shared by all GPs, but Alvar Aalto Routes, Sauna Region of the World and Meijänpolku received the most support.

In addition, many people thought that the themes of silence, sauna and Meijänpolku, in particular, could easily be combined to create interesting entities!

On day three, a workshop was organized by organizing partner PP3, together with Study Visit participants and local stakeholders and GP-owners.



Picture: Workshop ongoing on day three. Upe Nykänen is reporting the results of group work concerning GP 5, Alvar Aalto Routes (*Liisa Bergius*)

Study Visit Central Finland 6.6.2019 – Workshop: Clarifications and comments regarding the GP’s visited. Participants were divided in five groups. One group studied one GP, having four aspects: Highlights, Learning, Improvement and Transferability.

Results of Workshop by rapporteurs:

GP1 BIOGAS – GROUP 1 (Rapporteur: Outi Pakarinen):

<p>Highlights:</p> <ul style="list-style-type: none"> - experience influenced by local conditions - high number of users - support of government - element of public procurement - smelly - nice way to use organic materials - very natural and easy way for alternative energy - the number of users in Central Finland area - living on a farm - local 	<p>Learning:</p> <ul style="list-style-type: none"> - a new field, plenty to learn - long term process to implement in public transportation - different sources of waste/products to be used - requires more in-depth research to ascertain biogases economic competitiveness against other technological opportunities - communication with the community
<p>Improvement:</p> <ul style="list-style-type: none"> - arrange the path so that people can access easily - offer visit to locals and tourists - meetings with other countries where biogas is used - restaurants near the biogas farms -> tourist stops - move from research and pilot stage to more structured industrialisation process - better access to reliable information biogas and its potential use - extended network of biogas stations in the region - information campaigns for cities and public authorities - promotion, tours, marketing - clear strategy 	<p>Transferability:</p> <ul style="list-style-type: none"> - it’s important to make the first move - models of public transportation management - means of promotion of biogas solutions - conditions: wide variety of input materials - close interdependence with for instance rural area activities - introduce biogas production and public transport with biogas - individual – family users -> mini biogas reactors

GP 2 SAUNA REGION – GROUP 2 (Rapporteur: Tiina Kivioja):

<p>Highlights:</p> <ul style="list-style-type: none"> - wide range of different kinds of sauna - strong marketing power - well-organized infrastructure and transport connections from the airport (foreign customers) - brings people together - deeply rooted in Finnish culture -> sauna tradition as a tourist product -> promotional value of the practice - natural resources - originality - provides nature-related relaxation - interesting history - connection with the environment 	<p>Learning:</p> <ul style="list-style-type: none"> - strong "cooperation" between people and nature - culture + history telling + health treatment in area of natural value - good use of the sauna - the importance of the connection between humans and nature - promoting a healthy lifestyle - sauna as a way of therapy - connecting people - the important feeling connected to Finnish culture -> very different from other kind of saunas everywhere else - the philosophy of Finnish sauna - the care of health lies in the nature - heritage of using sauna -> from kids to elderly people - eco-business concept
<p>Improvement:</p> <ul style="list-style-type: none"> - providing more complex sauna services: sauna, water, accommodation, massage etc. - missing sign posting tables - visibility - public transport connections - more activities for the family -> playgrounds, animations - creating packages that combine the sauna tradition with other products/local culture: gastronomy - promotional panels 	<p>Transferability:</p> <ul style="list-style-type: none"> - the philosophy of taking care of the health through nature - capitalizing the local resources and traditions - sauna facilities in the area of natural values; far away from town, in the middle of the forest - sauna as an alternative way of treating tiredness and stress - public awareness of the importance of respecting and connecting with nature - the construction of sauna in the local national park - no direct adaptation -> every place has their own national philosophies - developing sauna services in ski areas and eco-tourism areas - effective sauna-oriented marketing tools - health-itinerary related to nature

GP 3 SILENCE – GROUP 3 (Rapporteur: Liisa Bergius):

<p>Highlights:</p> <ul style="list-style-type: none"> • innovative idea • complete concept • alone, peace, freedom, happy moment • sounds of nature, hugging a tree, learning about plants, clearing your mind, walking bare-foot, meditation, relaxation • traffic sounds • pure nature around • positive: lake and forest, learning about nature • negative: car noise, mosquitos 	<p>Learning:</p> <ul style="list-style-type: none"> • learning about plants and the landscape • tasting nature • feeling the textures of nature • the importance of silence • discover the sounds of nature • getting use to the silence • how to get tourists to visit natural sites • trying to see more than normally -> learning to see your surroundings in a different way • silence as an important part of well-being, health, recreation and prevention of illness
<p>Improvement:</p> <ul style="list-style-type: none"> • improve communication • keep balance -> silence and business -> people per area • don't see silence as an individual piece -> bigger context of well-being • concept of silence taught at schools • find a better place to experience the silence -> no traffic sounds • more information about the surrounding area • signs marking the silent areas • storytelling • guideline of silence • marketing 	<p>Transferability:</p> <ul style="list-style-type: none"> • the idea: silence as a concept • silence path, not quite a trail • exploring the local natural spaces • tool for marketing tourism in the area • transferring the concept of silence at sea • spiritual tourism • methods how to find silent areas -> planning aspect

GP4 MEIJÄNPOLKU / OUR PATH – GROUP 4 (Rapporteur: Janne Laitinen)

<p>Highlights:</p> <ul style="list-style-type: none"> - health + nature + urban planning + architecture = a concept - showroom: open source - nature – peace – imagination - network of specialists; large variety 	<p>Learning:</p> <ul style="list-style-type: none"> - planning: different people working together - showroom: prevent prejudices - theme: to lure specialists - community involvement - Our Path is so ameba-like -> there is much more to tell - marketing of projects - cooperation in any fields -> hospital, tourism etc. - inside decoration of any hospital - new vs. construction - co-creations - simple and clear message -> visualisation, slides etc.
<p>Improvement:</p> <ul style="list-style-type: none"> - nature through all senses (hospital Nova) -> smell, sound, video - sauna inside - promote the parks, lakes etc. inside hospital to make sure people continue the path - old hospital becomes a prevention centre - bring education representatives in the team - be more clear in the explanation of the nature/forest experience - signs for the path (hospital Nova) - “ownership” -> be proud of the natural parks - path signs in the forest - mosquito issue prevention - mobility to the forest 	<p>Transferability:</p> <ul style="list-style-type: none"> - showroom for any project - co-working in existing hospital - “Our Path” complete - adapt the theme to your region - attitude and cooperation

GP 5 ALVAR AALTO ROUTES – GROUP 5 (Rapporteur: Upe Nykänen):

<p>Highlights:</p> <ul style="list-style-type: none"> - intermodal transport means - cooperation between different institutions - variety: Jyväskylä has many typologies and buildings - combination: town hall with architecture apartments - very good organisation, hospitality and accommodation - you transmit your culture well - tour showed Aalto's work in context – voyage by bus/boat/walking showed the context in the landscape/cityscape - good spatial distribution of his heritage -> possibilities for thematic tour - the story of the routes -> Suomi-boat that Aalto used as well - storytelling - combining art with nature - dedicated people - information campaign - great English speaking skills - well-valourised – economic activities connected to the heritage - Aalto foundation > international > network will grow - richness of his heritage in the region 	<p>Learning:</p> <ul style="list-style-type: none"> - universal architect -> explanation in the town hall was for all levels of visitors - Aalto's link with nature and building is important for modern cities which have less trees - human scale in architecture - architect summer schools available -> leading to projects - shop -> Aalto related products - all can learn from Aalto's life and work - how the heritage of one person can be used for a thematic "tourist package" - the combination of different transport: water, road, walking - Aalto's dedication as person + business sense
<p>Improvement:</p> <ul style="list-style-type: none"> - architecture > idea of this special building > surroundings > context - much more material, brochures etc., are needed - integrate Aalto tour with other attractions > create a network - combine Aalto tours/visits with other tours eg. sauna - more info about nature values in English - QR codes to Alvar Aalto buildings, also in English - create an Aalto trail with a common information guide. Give this guide to all Aalto monuments in Finland to promote trail and appreciation - direct people to discover other important persons + their work in the area - tell more Aalto stories on boat (+20%) - more coherent storytelling > cooperation of stations - different guided tours > 3 programs for different days - guide clearly to next Aalto destination eg. from the museum > encourage to see the buildings in real life - signposts > marked as Aalto buildings 	<p>Transferability:</p> <ul style="list-style-type: none"> - this concept can be applied to any artist in a country to create a trail. Also international trail - the idea of creating multimodal thematic route focusing on the "cult" & work of one specific person - networking -> use social media - establish a foundation for major artist/architect etc. - combine art with nature - establish operators to run eg. guide service, open church doors etc. - involve Unesco cites to route - create a network of public and private parties - integrated presentation of the area/town + architecture

2.2 Study Visit Feedback forms

Total amount of 18 feedback forms were returned to organizing partner. Some participants returned one comprehensive feedback form that they had filled together.

Feedback forms returned by partner regions:

	No of feedback	Partner	Stakeholder	No of Participants
Germany	1	1		2
Italy	2	1	1	5
Hungary	2	1	1	4
Malta	2	2		2
Romania	5	2	3	6
Poland	4	3	1	5
Spain	2	1	1	2
	18	11	7	26



Summarised results of individual forms' analysis for each GP, with main comments :

GP 1 BIOGAS

Key issues/ the success factors identified in this GP visit (the number of identic answers):

- independent production in rural area
- small, domestic scale (3)
- circular resource management -> waste-> biogas (10)
- new opportunity for business in rural areas
- an ecosystem supported by the public authorities (4)
- developed infrastructure
- biogas sharing car initiative (4)
- public transportation of biogas initiative (2)
- economic development, green economy (7)
- strong influence on decision-makers (3)
- environmental sustainability (2)
- self-supporting
- clean technology
- geographic reason (position)
- interesting topic (technical background)
- communication and cooperation with stakeholders
- increasing number of users
- perfect communication system - > widespread information to public (2)
- network of distribution of biogas
- good price for fuel
- ensuring sustainable transport in the region (2)
- biogas being a strategic component of Jyväskylä development plan
- the culture of the population committed to this type of fuel

Relevance of the GP BIOGAS: Number of recommendations in each class (n=18)

RELEVANCE OF THIS GOOD PRACTICE FOR THE FOLLOWING MACRO-CATEGORIES OF THREE T PROJECT :	RELEVANCE			
	Very relevant	Relevant	Partly relevant	Not relevant
1. Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)	2	3	9	3
2. Soft-mobility transport means	7	3	5	3
3. Information and communication support to trail visibility	1	6	6	2
4. Trail management and governance	3	5	3	6
5. Other (pls specify/Key Words) : Circular economy, Renewable energy, Low carbon strategy, Resource efficiency, entrepreneurship (rural areas), sustainable tourism, green infrastructure	16		1	
Please justify:				
<ul style="list-style-type: none"> - - renewable energy (4) - circular economy (3) - point number 5 expresses the essence of this GP (2) - could be an interesting part of a wider energy trail - marking the trail, more info for tourists, restaurants (2) - not a trail in that sense, but a very good GP because it helps the eco-system - cost efficiency process - no relevance as a thematic trail (2) - interesting topic + possible to establish tourism package on resource efficiency - possibility for energy production - strong information campaign -> promotion of the biogas ecosystem - GP should be integrated in a tourist trail -> offers added value to nature&culture users - citizens participation - opportunity for rural economic activity diversification 				

GP 2 SAUNA REGION

Key issues/ the success factors identified in this GP visit (the number of identic answers):

- public awareness of the importance of nature and its connection with humans
- the history and health benefits of sauna (5)
- place to relax (2)
- strong tradition (8)
- brand recognizable worldwide
- social relevance of a health-oriented practice (2)
- versatile configurations (common, home, smoke, boat etc.) (3)
- good tourist potential (3)
- concept of a sauna trail
- excellent sauna services for international customers (3)
- information in english (2)
- an online sauna map service
- sauna region week (2)
- good connections from the airport
- well-organised promotion and marketing of the sauna offer
- real Finnish experience
- personal involvement of the guide
- contemporary feel of the centuries old tradition
- willingness to keep sauna culture alive
- strong marketing power
- natural resources
- human capital

Relevance of the GP SAUNA REGION: Number of recommendations in each class (n=18)

RELEVANCE OF THIS GOOD PRACTICE FOR THE FOLLOWING MACRO-CATEGORIES OF THREET PROJECT :	RELEVANCE			
	Very relevant	Relevant	Partly relevant	Not relevant
1. Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)	9	5	3	1
2. Soft-mobility transport means	6	2	7	2
3. Information and communication support to trail visibility	10	6	1	
4. Trail management and governance	9	7	1	
5. Other (pls specify(Key Words) : Cultural heritage, entrepreneurship (rural areas), Natural heritage, sustainable tourism, support to sector (tourism)	14		1	
Please justify:				
<ul style="list-style-type: none"> - complicated to arrive by public transport (2) - poor visibility - good use of cultural and natural heritage (4) - sustainable - sauna facilities open to public represent an attractive service supplementing other facilities provided by hospitality structures (2) - cultural heritage -> strong social value historically established (2) - important tourist motivator (2) - trend product that gives visibility to Finland - infrastructure, management and services along the trail - sauna services -> health and relaxation (2) - combining nature with healthy life style - combining health, nature and culture - strong marketing power - unique experience which is hard to replicate but impossible to forget - wide distributions of saunas - soft mobility possibilities - well presented and promoted on sustainable commercial standards 				

GP 3 SILENCE

Key issues/ the success factors identified in this GP visit (the number of identic answers):

- very creative idea (8)
- increasing awareness of this topic
- high potential to combine with other topics -> health, wellness, food
- harmony between humans and nature -> nature as a sanctuary
- the power and energy of the nature
- community involvement
- simple and clear message for everybody
- products based on natural environment -> important for local societies (2)
- comprehensive process of developing of regional products
- silence defined as sustainability and responsibility towards nature
- wellbeing of locals and tourists
- administrative support -> governance and spatial planning (2)
- peoples inner demand for meditation and relaxation
- dedication of operators
- appeal to a wide public base
- outstanding natural surroundings
- local production (3)
- accessibility of pure and untouched nature
- experience of being part of the nature (3)
- income for local communities and entrepreneurs
- resource for regional development
- nature combined with wellbeing and cultural heritage (3)
- relaxation tourism
- concept easily understood and capable of replication in other contexts

Relevance of the GP SILENCE: Number of recommendations in each class (n=18)

RELEVANCE OF THIS GOOD PRACTICE FOR THE FOLLOWING MACRO-CATEGORIES OF THREET PROJECT :	RELEVANCE			
	Very relevant	Relevant	Partly relevant	Not relevant
1. Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)	5	4	6	
2. Soft-mobility transport means	7	3	4	
3. Information and communication support to trail visibility	6	5	3	
4. Trail management and governance	7	6	3	
5. Other (pls specify/Key Words) : Cultural and natural heritage, entrepreneurship (rural areas), sustainable tourism, green infrastructure, support to sector (tourism), silence, quiet areas	6	4	1	
Please justify:				
<ul style="list-style-type: none"> - information, communication and trail management needed - green infrastructure, silent areas - the GP aims at promoting a healthier way of life and better self awareness and the environmental cost of normal daily life - fine example of a journey of meditation and unity with nature - the trail does not require much maintenance (normal forest management) and can be used in different ways all year round - good example of sustainable tourism - the trail should be more visible -> accessibility - strongly connected with health and wellbeing - the succes of this "policy" depends on the integration with environmental and regional policies - the development of identification and assessment criteria to demarcate silence areas in a territorial planning process is a definite step for a more formal visualization and recognition of such type of natural attraction areas - better public transportation to the sites 				

GP 4 MEIJÄNPOLKU / OUR PATH**Key issues/ the success factors identified in this GP visit (the number of identic answers):**

- the awareness of the relationship of human and nature (4)
- strong injection of nature-related contents and values on Hospital Nova
- valuable attention to improving health conditions by changing customary life patterns and habits (2)
- linking effectively the illness-related experience to nature-related ones when in normal health conditions -> reduce the mental divide
- nature and art as part of the project (3)
- bravery to build new instead of restoring old -> added value
- promotion of public health in a new and innovative way (2)
- brings together experts on social welfare, healthcare, sports, arts, education sector, public authorities, biology (8)
- encouraging people to use existing natural trails in everyday life
- promotion of patience activity (Hospital Nova)
- strong promotion of the project and information campaign (3)
- encouraging people to interact with nature
- national parks as the source of inspiration for the Hospital Nova project
- linking man and nature -> health, wellbeing, mental balance (2)
- use of different media to inspire people to think outside the box and find their own path to health and happiness
- an interdisciplinary projects
- everyman's rights -> very good example (2)
- the fact that the visitor is expected to play an active part in the process
- adjusted to different target groups -> children, elderly, adults
- part of urban planning

Relevance of the GP MEIJÄNPOLKU/OUR PATH: Number of recommendations in each class (n=18)

RELEVANCE OF THIS GOOD PRACTICE FOR THE FOLLOWING MACRO-CATEGORIES OF THREET PROJECT :	RELEVANCE			
	Very relevant	Relevant	Partly relevant	Not relevant
1. Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)	6	3	3	3
2. Soft-mobility transport means	5	3	6	4
3. Information and communication support to trail visibility	7	6	4	
4. Trail management and governance	9	2	4	1
5. Other (pls specify/Key Words) : Bringing innovation to market, Cultural and natural heritage, open innovation, green infrastructure, rural and urban mobility, support to sector (tourism)	9	4	1	
Please justify:				
<ul style="list-style-type: none"> - relaxing in the forest was a good experience - it was interesting to learn how the nature benefits your health - nature meets socially relevant places and helps infrastructure design and urban/territorial planning - agreements between administration, business and citizens in order to work - information support to trail visibility important - strong information campaign (2) - involvement of different institutions and associations - encouraging people to use natural, existing paths in order to improve their health and wellbeing (by introducing the nature to the hospital) - innovations, eco innovations, use of natural heritage in different spheres; using natural resources to promote health (2) - trails through natural areas promote health and wellbeing -> concept linked to TreeT themes and ideas - soft mobility is ideal for moving in the forest all times of year, all kinds of territories, regions and landscapes (2) - connection with the natural and cultural values of the nature - encourages people to interact with nature - green infrastructure is a key factor for the implementation of such an activity - the network -> governance 				

GP 5 ALVAR AALTO ROUTES

Key issues/ the success factors identified in this GP visit (the number of identic answers):

- very good idea/concept and brand (8)
- storytelling (3)
- combining art with nature (3)
- information campaign (2)
- well recognizable regional/national/international trademark (2)
- building national identity in different areas/branches
- local culture heritage included in a larger route
- involving students to study the practice
- spatial distribution of the heritage
- good guided tour -> boat trip, Säynätsalo Town Hall, Alvar Aalto museum
- cross industry marketing cooperation (3)
- a complete experience (2)
- business authorities partnership
- combination of different transportation (4)
- local network cooperation and involvement (3)
- international cooperation
- special prices for transportation to Aalto sites -> easy to reach
- infrastructure and services along the trail
- information and communication support to the trail
- Alvar Aalto
- strong international involvement capacity -> research, education, cultural tourism etc.
- dedicated place to silence and relaxation

Relevance of the GP 5 ALVAR AALTO ROUTES: Number of recommendations in each class (n=18)

RELEVANCE OF THIS GOOD PRACTICE FOR THE FOLLOWING MACRO-CATEGORIES OF THREE T PROJECT :	RELEVANCE			
	Very relevant	Relevant	Partly relevant	Not relevant
1. Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)	13	5		
2. Soft-mobility transport means	5	9	2	1
3. Information and communication support to trail visibility	15	2	1	
4. Trail management and governance	14	4		
5. Other (pls specify/Key Words) : Cultural heritage, natural heritage, support to sector (cultural and creative industries, tourism)	12	2	1	
Please justify:				
<ul style="list-style-type: none"> - well identified/analyzed heritage (5) - promotion of national heritage and history - innovative approach to architecture and construction - cooperation with the owners and other stakeholders - Alvar Aalto network is an ideal example of a functioning trail over an area that can be well promoted and carried out in a limited time - it is an ideal example of public/private partnership that offers innovative visitors product - well organised tour - soft-mobility by walking - good connectivity to Säynätsalo Town Hall by boat - mobile application to the trail (2) - good example of a themed trail which appeals to all kinds of visitors (professionals, amateurs) - links a number of monuments, that can be visited as a whole or in parts using a variety of methods of transport - better signage of places - well-organised transportation (3) - Alvar Aalto foundation (2) - perfect storytelling - mobile app and webpages also in english - cultural and natural history combined - the importance of good connectivity between all the 29 locations, though they are in different regions and countries - the importance of management - protected natural areas around the lake - example of the way of life in Finland 				

2.3 Recommendations for Tutoring Sessions and Policy Learning Platform

Recommendations by feedback collected (n=18):

Which Good Practice would you select for the Tutoring Session?

	Recommendations (of 18)	recommending country (partner, stakeholder)
1. GP5 Alvar Aalto Routes	14	GER, ROM, MAL, HUN, POL, IT, ESP
2. GP2 Sauna Region of the World	9	MAL, POL, HUN, ESP, ROM, IT
3. GP4 Meijänpolku / Our path	8	GER, ROM, POL, HUN, IT
4. GP3 Silence as a tourism attraction	2	HUN, ROM
5. GP1 Biogas ecosystem	1	ROM

Justifications: See page 27

Which Good Practice would you propose to be uploaded in the IE Policy Learning Platform?

	Recommendations (of 18)	recommending country (partner, stakeholder)
1. GP5 Alvar Aalto Routes	14	MAL, ROM, HUN, ESP, POL, IT
2. GP4 Meijänpolku / Our path	8	GER, ROM, HUN, POL, IT
3. GP2 Sauna Region of the World	6	MAL, ROM, IT, ESP, HUN
4. GP3 Silence as a tourism attraction	4	GER, ESP, IT
5. GP1 Biogas ecosystem	2	ROM

Justifications: See page 28

Next page: Justifications for recommendations for a GP selected for the Tutoring Session.

5.	2.	4.	3.	1.
GP1	GP2	GP3	GP4	GP5
Biogas ecosystem	Sauna region of the World	Silence as a tourism attraction	Meijänpolku / Our path	Alvar Aalto Routes
1	9	2	8	14
ROM	MAL,POL,HUN,ESP,ROM, IT	HUN,ROM	GER, ROM, POL,HUN,IT	GER, ROM, MAL,HUN,POL,IT,ESP
All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail
very interesting GP's	It's a unique experience, suitable for everybody and shows nature gives health	It is a GP that could be intergated in any space with nature spaces	Relevant to all categories	Links famous buildings of a famous architect and makes them accessible
very applicable	Transferability potential		Answers most of the categories (2)	Transferability potential
	Effectivity of the practice		Well prepared and holistic	Effectivity of the practice
	The sauna is the most typical thing in Finland		well-organised, managed.	Relevant to all categories
	Based on cultural heritage and long history		A model practice to follow in many aspects	Answers most of the categories (2)
			Co-working experience	very good /relevant concept and idea
			Community involvement	Well prepared and holistic
			Showroom of the project>important for visibility	very interesting GP's
			interdisciplinary approach to be ascertained in better detail	very applicable
			very good /relevant concept and idea	well-organised, managed.
				A model practice to follow in many aspects
				Co-working experience
				Community involvement
				Cultural heritage promotion
				Best defined and consistent with project indicators
				It requires further exploration and analysis of the business model
				The connection by boat transport is interesting for my island

5.	3.	4.	2.	1.
GP1	GP2	GP3	GP4	GP5
Biogas ecosystem	Sauna region of the World	Silence as a tourism attraction	Meijänpolku / Our path	Alvar Aalto Routes
2	6	4	8	14
ROM	MAL,ROM,IT,ESP,HUN	GER,ESP,IT	GER, ROM,HUN,POL,IT	MAL,ROM,HUN,ESP,POL, IT
All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail	All of the ideas presented were great, but mainly GP 4,5 or 2,3 can work as a thematic trail
These are the most transferable GP's, also in individual way	GP 2,3,4: It could be modelled into one intergated experience centered on nature and human wellbeing	GP 2,3,4: It could be modelled into one intergated experience centered on nature and human wellbeing	GP 2,3,4: It could be modelled into one intergated experience centered on nature and human wellbeing	These are the most transferable GP's, also in individual way
Renewable energy is a possible interest topic for more ...	These are the most clearly understandable and relevant ones to the scope of the project	very innovative	Excellent examples of how to implement the project and establish a trail	Excellent examples of how to implement the project and establish a trail
community involvement	Helps to educate: nature, green travel take you to health		Well prepared and organized (2)	These are the most clearly understandable and relevant ones to the scope of the project
	The sauna is the most typical thing in Finland		relevant to most categories of Three T project (2)	Well prepared and organized
			Good solutions to establish a trail	relevant to most categories of Three T project
			co-operation of many actors + nature + tourism	Shows how the work of a famous architect serves the community
			Showroom = good for locals and tourists	people should learn how to use a local/regional/national brand for tourism
			community involvement	Strong int'l relevance
			Easy to transfer	The connection by boat transport is interesting for my island
			Innovative approach	
			very innovative	

Above:

Justification for recommendations for a GP proposed to be uploaded in the IE Policy Learning Platform.

2.4 Recommendations about future Study Visit organisation

Summary of recommendations by organizing partner:

Feedback collected is highly useful for the GP-owners and also helps the formulation of the future Action Plan. Especially the feedback concerning Key issues of the Good Practice was of Very High Quality. Because of the nature of the GP's of PP3, we found the feedback most useful when preserving the individual form, as it was given, not categorizing it. Therefore there are no statistic analyses nor diagrams included in this Report.

Other notes:

- It is a good idea to ask participants for immediate feedback, anyhow:
- Each partner needs to familiarize stakeholders in advance, to prevent misunderstandings and wrong expectations:
- Not all GP's introduced during the Study Visits are clear routes or trails and cannot be judged as such
- Questions are too complex in particularly for many stakeholders
- Expressing yourself in English in a hurry can be problematic:
- Good feedback may not be completed or remains poorly formed due to foreign language and urgency
- It is essential to get a digital and online form - interpretation of personal handwritings is very challenging

Summary of recommendations/suggestions from participants:

In general, according to the formal feedback, the Study Visit no 3 was considered well organized and value-adding for the participants. However, some participants wished to have more free time during the Study Visit session and less and/or shorter presentations in a classroom form.

Ideas of how to implement especially Sauna experience and Our Path -concepts as well as starting to promote the production of biogas in different regions and in European context were created in face-to-face discussions. Also, the importance of wide and comprehending co-operation when promoting new ideas rised up as a common opinion.



Study Visit no3 participants in Hospital Nova Showroom 4th June 2019 (Tiina Aho)

APPENDIX (Separated)

- A1 Agenda of the Study Visit no3
- A2 List of participants with signatures (for each day of the SV3)
- A3 Logistic note of the Study Visit no3
- A4 Photos and videos (Via Dropbox)
- A5 PPT presentations, other complementary materials to GP filled forms
- A6 Statistical proceedings from 2.2 and 2.3 above: Abstracts of feedback Given
- A7 Template of SV feedback form