

## Partner search from Finland

1/ Working name for the project: "Connecting culture"

National or regional cultural identity strengthening European cooperation and tourism

### Main Ideology

- All the actions have to relate to what You really are as region or nation, Your identity.
- As genuin culture as possible: this is what we are and how we do things.
- Culture as defined above and tourism cooperate

### Vision

- A well established tourism based on identity and culture. New products. Added-value and better knowledge.
- A bottom-up network of cultures. Stories and actions from real life (society)
- A better understanding of cultures

The general objectives of the project are learning from each other (cultures, ways of doing), exchanging experiences and know-how (transferability, cooperation) and getting new partners, perhaps a new network

In the project we try to connecting cultures by learning, benchmarking and cooperating. One of the main objectives is to strengthen identity based culture and entrepreneurship related to it. We are looking for local or regional cultural actors willing to connect culture with tourism find new ideas and sustainable solutions. Partners may generate other smaller-scale and more targeted LEADER-projects

If You are interested in starting a "Connecting culture" transnational cooperation with Finland please contact us. We would like to have a maximum of 4 partners that either already have good cooperation between national or regional cultural identity and entrepreneurship, willing to develop that cooperation or have a specific interest in culture tourism. The target group is local cultural actors. We try to strengthen cooperation between them and later coupling them with tourism.

### Contact information

#### Kim Smedslund

Programme manager,  
Coordinator for international affairs  
Eteläisen maaseudun osajat EMO ry.  
[info\(at\)emory.fi](mailto:info(at)emory.fi)  
+358 40 5833356

#### Liisa Häme

LAG Manager,  
Coordinator for international affairs  
Kainuun Naisyrittäjyysleader  
[liisa.hame@phnet.fi](mailto:liisa.hame@phnet.fi)  
+358 45 2349264