

**BART - PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM**  
**KICK-OFF MEETING**  
**Wednesday 16<sup>th</sup> - Thursday 17<sup>th</sup> of March 2011**  
**Lapland Institute for Tourism Research and Education**  
**Rovaniemi, Finland**

**Wednesday 16<sup>th</sup> of March 2011**

**Chair Mika Kylänen, Principal Lecturer, Lapland Institute for Tourism Research and Education**

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| 08.40         | Transportation from Sokos Hotel Vaakuna > Lapland Institute for Tourism Research and Education, Viirinkankaantie 1   |
| 09.00         | Registration and coffee  |
| 09.30         | <p>Welcome / Place: Auditorium</p> <ul style="list-style-type: none"> <li>• Markku Vieru, Manager of Lapland Institute for Tourism Research and Education</li> <li>• Suvi Ronkainen, Vice-rector of University of Lapland, Director of Centre for Research Education</li> <li>• Matti Lempiäinen, Director of international affairs development, Rovaniemi University of Applied Sciences</li> </ul> |
| 10.00         | Practicalities of the kick-off meeting: Background to BART project and introduction to presentations. Mari Vähäkuopus, BART project manager  |
| 10.15         | <p>Presentation, Murmansk: Murmansk State Humanities University</p> <ul style="list-style-type: none"> <li>• Inna Ryzhkova, Director of the center for academic mobility, international projects and programs</li> <li>• Lyudmila Gerashchenko, Professor of the Department of Philosophy and Sociology</li> <li>• Yulia Shestova, International coordinator, interpreter</li> </ul>                 |
| 10.45 – 11.15 | Presentation, Arkhangelsk: Tatiana Silinskaya, Ministry of Youth Affairs, Sport and Tourism of Arkhangelsk Region  |
| Break         | 15 minutes   |
| 11.30         | Presentation, Norway: Aileen Espiritu, Director of Barents Institute   |
| 12.00         | Presentation, Sweden: Hans Gelter, University Lecturer, Luleå University of Technology   |
| 12.30         | Presentation, Finland: Satu Luiro, Tourism Coordinator, Regional Council of Lapland  |
| 13.00         | Lunch  |
| 14.00         | <p>Presentation, Monchegorsk: Monchegorsk Town Administration</p> <ul style="list-style-type: none"> <li>• Evgeny Rukhlov, Mayor of Monchegorsk Town</li> <li>• Milena Shatskaya, Economist of the 1st category, interpreter</li> </ul>  |
| 14.30         | Analysis on strategies and projects: Mika Kylänen, Principal Lecturer, Rovaniemi University of Applied Sciences  |

- 15.00 Introduction to working groups: Mari Vähäkuopus, Project Manager, Rovaniemi University of Applied Sciences
- 15.30 – 17.00 Parallel sessions (coffee in the seminar rooms)
1. Research & development peer review group and Administration group  
Place: room 301  
Chair Maiju Hyry, assisted by Mari Vähäkuopus
    - The Partnership Contract: Päivi Ervast, Legal Counsel, Rovaniemi and Kemi-Tornio Universities of Applied Sciences
  2. Project working group  
Place: Common Room, second floor  
Chair Mika Kylänen, assisted by Sari Sivonen
- 17.00 - Transportation from Lapland Institute for Tourism Research and Education > Sokos Hotel Vaakuna
- 19.00 - Departure for dinner – transportation from Sokos Hotel Vaakuna
- 19:30 – 22:30 Dinner with BART project partners and associate partners at “Joulukka, Santa’s secret place”. Casual dressing is recommended.

#### **Thursday 17<sup>th</sup> of March 2011**

**Chair Eila Linna, Director of Development, Lapland Institute for Tourism Research and Education**

- 08.40 - Transportation from Sokos Hotel Vaakuna > Lapland Institute for Tourism Research and Education
- 09.00 Parallel sessions (coffee in seminar rooms)
1. R&D peer review group Place: room 328
  2. Project working group Place: Common Room
  3. Administrative group Place: room 146
- 11.00 Plenary session / Place: auditorium  
Presentations of each group, results (30 minutes each)
- 12.30 – 13.30 Lunch
- 13.30 Developing public-private partnerships, planning process of BART2 project  
Place: auditorium
- Eija Raasakka, Project Manager, Lapland Institute for Tourism Research and Education
  - Irina Gerashchenko, International Project Planning and Management, Finnparents
- 14.00 Next steps in BART project, Mari Vähäkuopus, Project Manager
- 14.30 – 15.00 Conclusions, Hans Gelter, Luleå University of Technology
- 15.00 - Transportation from Lapland Institute for Tourism > Sokos Hotel Vaakuna