



Original  
Lapland

## Along the River to the Arctic – Original Lapland

From Tornio to Enontekiö and Kittilä, from Kiruna to Haparanda, companies and organizations, relationships and connections abroad are important and their benefits are extended to an ever wider area.

According to today's trends, travel companies are looking for new partners from authentic Lappish villages, whose special culture and services should be better able to productize. This project is made specifically for measures relating to border village tourism the state border, as well as deepen the activities on the Finnish side companies.

The measures are implemented by the villages of the region and by various organizations in cooperation with the region's businesses. In co-operation with strong players, a cooperation model will be created in the project, which will continue as concrete results after the project.

### IMPLEMENTERS AND ACTION PLANTS

The Project Steering Group consists of three Leader groups members. It meets regularly and guides the content of the project and coordinates the issues according to the project plan. Each Leader area has its own project manager and own project plans, of which the collaborative actions can be seen.

- ❖ Leader Fell Lapland (municipalities of Enontekiö, Kittilä, Kolari, Muonio)
  - Laura Hokajärvi as Project Manager
- ❖ Outokaira tuottamhan ry (municipalities of Pello, Tornio, Ylitornio)
  - Iina Askonen as Project Manager
- ❖ LLU Tornedalen 2020 (municipalities of Haparanda, Kiruna, Pajala, Övertorneå)
  - Jessica Wennström as Project Manager



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## GOALS

- ❖ activate actors, villages and communities in the region to develop cooperation among the actors
- ❖ to promote the vitality of the villages in the region and to highlight their strengths and opportunities even across the national border
- ❖ developing attractive areas of the area's villages, which operate at a sustainable level and can cooperate with the region's tourism centers by enhancing the tourism services: at least 7 villages in Fell Lapland area to meet the new level
- ❖ get at least four villages in the Fell Lapland area to the attention of international tour operators
- ❖ to launch a joint network between two countries and three Leader actors
- ❖ find out or develop an open source platform in the area where events, services and products in the area are readily available

## ACTIONS AND ACTIVITIES

- ❖ identification of the current state of the villages in Fell Lapland area
- ❖ colliding tourism centers and villages closer together in the Fell Lapland area
- ❖ take into account also measures for accessibility as a jointly agreed action
- ❖ co-operation actions throughout the project area, such as business visits and get-togethers
- ❖ measures to develop cultural tourism, such as storytelling and cultural evenings
- ❖ test products by means of service design
- ❖ organizing village tourism days and workshops
- ❖ designing a common digital platform; the platform would enable the visibility of operations from both countries

## CONTACT

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