

LEADER Seminar in Levi, Lapland

16–20 March 2009



Dear Leader Actors

In the present EU programming period international cooperation and networking are among the top priorities in rural development. Working across national borders should become an everyday routine for rural actors. Extensive and open cooperation among those involved in rural development programmes brings new opportunities and contributes to the achievements in rural development all over Europe.

Leader action groups have a decisive role in the work towards a more international countryside. Several new Leader action groups have just been launched in various parts of Europe. The 55 Finnish Leader action groups started their work over a year ago. One more group will be set up in the Province of Åland during this spring. International cooperation starts with people meeting each other. Now is the right time to come together, get to know each other better and talk about new international project initiatives.

Finnish Lapland in March is a realm of snow, ice and the sun. The winter is at its best, but there is already a touch of spring in the air. We wish to invite people involved in Leader work around Europe to feel the northern magic. Please join us and bring fresh ideas, so we can find new openings together!

Päivi Kujala
Director, Rural Network Unit of Finland



SEMINAR Timetable

16–20 March 2009

Target group: The main target groups of the Seminar are the Leader action groups and national rural networks.

Objective: The seminar aims to build European Leader networks, find project partners and build transnational projects.

Monday 16 March

Registration begins

Possibility for one-to-one meetings between LAGs by request. Please contact the organizers.

Tuesday 17 March

Registration continues

10.00 – 13.00

Possibility to enjoy winter activities (Additional charge, this is not included in seminar package. See further information)

15.00 – 18.00

Country Parade: LAGs around Europe (a fair which will stay open all through the Seminar)

19.00 –

Get Together Party

Wednesday 18 March

Seminar on transnational Leader cooperation:

9.00 – 11.30

- **Welcome!** Mrs Päivi Kujala, Director of the Finnish Rural Network Unit
- Rural development in integrating Europe, Mr Hannu Takkula, Member of European Parliament
- Leader's role for European countryside, Mr Eero Uusitalo, Rural Counsellor, Ministry of Agriculture and Forestry
- Remote rural areas and transnational Leader projects, Mrs Marika Saranne, International Coordinator, LAGs of Lapland.
- What does transnational cooperation mean for me? Mr Klemetti Näkkäljärvi, President of Sámi Parliament

--- Lunch ---

12.30 – 17.00

Thematic working groups: entrepreneurship, environment, young people, village action and community issues, rural culture and tourism, and rural networking

20.00 –

Seminar Dinner

Thursday 19 March

9.00 – 10.30

The results of the thematic working groups

10.30 – 12.00

How to proceed?

- Conclusions by the observer, Senior Researcher, Docent Jukka Oksa, Karelian Institute of the University of Joensuu
- Contact Point's actions and services in transnational cooperation, representative of the Contact Point
- How to proceed in building transnational projects? Representative of Ministry of Agriculture and Forestry
- Good-bye!

--- Lunch ---

13.00

Post-Seminar excursions begin

Friday 20 March

Post-Seminar excursions continue

Registration:

www.maaseutu.fi/lapland

The deadline for registration is 13th February 2009.

There will be room for 300 participants in the order of registration.

Price of the Seminar package: 120 €.

The package does not include accommodation, excursions or winter activities.

Accommodation:

more information on www.maaseutu.fi/lapland

Language:

The language of the Seminar is English. No interpretation will be provided.

Further information

Please contact: info@maaseutu.fi or Mr. Juha-Matti Markkola, +358 (0)40 5599 412



Photos and maps: Levi Tourist Office

Post-seminar excursions

16–20 March 2009

All the excursions and learning-focused tours offer insight into business and entrepreneurship in Lapland. The destinations have received local action group funding in the previous programming period 2000–2006 or will be Leader destinations in the current programming period 2007–2013.

Travel package 1)

Theme: **TOURISM DEVELOPMENT, THE LAPLAND PERSPECTIVE**

Destination: The Arctic Circle, Sirmakko reindeer farm and Rovaniemi

Time: Departure from Levi on Thursday 19 March at 1 p.m., return to Levi on Friday at 12 at noon.

The theme of the study visit is tourism and it focused on the capital of Lapland, Rovaniemi. The first destination on this excursion is the Arctic Circle and Santa's Workshop, where the participant learns about the year-round Christmas wonderland and can even meet Santa Claus. At Santa's Workshop the participants learn more about how to productise destinations and things can be productised and build experiences. Next on the schedule there is a reindeer farm visit and activities. The visit includes a meal



and expert lecture about actions aimed at developing Lapland tourism and its future challenges and opportunities. The participants stay at hotels in downtown Rovaniemi.

Prices: Reindeer farm visit and programme, meals and accommodation (at hotels in downtown Rovaniemi), single room 154 € / person, double room 111 € /person

Travel package 2)

Theme: **Diverse Lapland culture**

Destination: LEMMENJOKI NATIONAL PARK AND SÁMILAND

Time: Departure from Levi on Thursday 19 March at 1 p.m., return to Levi on Friday at 2:30 p.m.

The theme of the study visit is the diverse Lapp culture. Participants travel by coach through the wilderness, along the edge of the national park towards the Sámi village on Lemmenjoki river. The first stop is the tiny Pokka village, which is known as the coldest place in Lapland. The second stop is Lomakylä Ahkun Tupa holiday village on Lemmenjoki river, where dinner is served. The participants learn about craftsmanship, because handicrafts and art are the strong points of the Inari region. The Poro Muotiin display highlights new and modern products made from reindeer skin and fur. The participants stay at the Korpikartano hotel, in single or double rooms.

Programme, meals and accommodation 115 € / person

Travel package 3)

Theme: **Stories, fairytales and mystique of Lapland**

Destination: Karilan Navettagalleria and Lainio Snow Village

Time: Half-day excursion, departure from Levi on Thursday 19 March at 1 p.m. and return to Levi at 6 p.m.

The theme of the study visit is stories, fairytales, shamanism and snow. At Karilan Navettagalleria, you can learn about the traditions of local storytelling, shamanism and beliefs in a Lapp barn milieu and enjoy the delights of a marvellous buffet. Kaamoksen Unia ja Tarinoita is a narrative exhibition with a miniature world built

from puppet and fantasy characters. The works include a sound world of words and music that tell stories. Lainio Snow Village is located between Ylläsjärvi and Kittilä. Enjoy a cup of hot juice and learn more about the Snow Village and its hotels, where everything is made of snow or ice. This is an unforgettable experience!

Programme, meals and visit 61 € / person

Travel package 4)

Theme: **Utilising local culture and traditions**

Destination: Torassieppi's Lomapallas

Time: Half-day trip, departure from Levi on Thursday 19 March at 1 p.m. and return to Levi at 6 p.m.

The village of Torassieppi was designated as a village landscape of national heritage in 1993. Entrepreneur Alli Ohenoja runs Torassieppi's Lomapallas in the village. The destination is a Lapp company with a long tradition of making products that are inspired by the local culture, folklore and traditional skills. Learn more about the local culture and enjoy a soup lunch in a genuine Lapp shelter! Try an exciting dogsled ride or take part in a guided snowshoeing trek.

Programme, meals and guided snowshoe trek or dogsled ride 71 € / person



Getting to Levi

By plane from Helsinki (Finland), Tampere (Finland), Stockholm (Sweden). The Kittilä airport is a 15 minute drive away from Levi's mountain village.

Flight schedules and price information

www.finnair.fi

www.blue1.fi

www.fc.fi

www.flysas.com

An airport shuttle bus runs from the Kittilä airport to Levi after all Finnair and Blue1 flights. Schedule inquiries: www.tunturilinjat.fi

Finnair and **Blue1** also fly to Rovaniemi.

Schedules for Rovaniemi–Levi buses
tel. +358 (0)9 200 4000 /Matkahuolto,
+358 (0)16 334 5500 /Gold Line, or
+358 (0)16 342 2160 /Eskelisen Lapin Linjat.

Train to Kolari or Rovaniemi and bus to Levi

Trains will get you to Kolari or Rovaniemi and bus connections continue to Levi. You can take your car on the train, too, and drive the final stretch from Kolari or Rovaniemi to Levi.

Schedules and price information

VR, tel. +358 (0)600 419 00, www.vr.fi

Levi Travel, tel. +358 (0)207 940 780,
levitravel@levi.fi

Schedules of Rovaniemi–Levi buses
Matkahuolto, tel. +358 (0)200 4000,
www.matkahuolto.fi

Bus from Helsinki across the country
tel. +358 (0)9 878 9900, www.korsisaari.fi

For additional information about bus and train connections, please visit website www.levi.fi

Winter activities:

Tuesday, 17th March

10.00 – 13.00

1. Riding a reindeer sleigh

Three kilometres reindeer ride in a toboggan by Ounaskievari reindeer farm. A drive in a forest, during the trip we stop for a break in a wooden lappish kota-tent (built in summer 2007). In the kota, we cook some warm drinks and fry sausages on open fire and enjoy the quiet lappish nature. Program lasts about two hours.

Price: 59 € / person. Minimum 10 persons
- including transfer from Levi Centre
- alc 0%

2. Skidoo safari

CROSSING THE FELL BY SNOWMOBILE
by Aurora Safaris

We journey by snowmobile through the Levi countryside around the south side of the fell. From the river Ounasjoki we climb 531 metres over the fell's surrounding foothills, enjoying the picturesque landscape. We enjoy hot drinks and buns (pulla) on top of the fell and then descend to the lake Immeljärvi. The journey covers approx. 30 km and lasts 1,5 -2 hours.

Price: 110 € / person
(1 person per snowmobile)
- no transfer (situated in the Centre of Levi)
- all drivers have to have a valid driving license
- self liability matters are told at the safari house
- minimum 4 persons!
- alc 0%

3. Snowshoe hiking

SNOW SHOE TRIP FOR PLEASURE LOVERS
by Lapin Luontoelämys

On this trip, we'll visit the top of Levi (531 meters above sea level) and return to the Levi centre by walking down with snow shoes. On the way the guide will enliven the journey with stories of Lappish life and culture. On the way down we'll stop at a Lapp hut for sausages and coffee. Then the trip will continue towards the front slope. Duration approx. 2,5 hours - the excursion is easy, walking mainly downhill suits for persons with normal condition. Clothing according to the weather; wind- and waterproof clothing, shoes suitable for winter time walking in nature.

Price: 60 € / person
Price including the gondola ticket, snow shoes, staves, gaiters, catering and guide
- transfer from Levi Centre to the Gondola lift and back
- minimum 10 persons

4. Ice hole fishing

JIGGING ON SNOWSHOES ON A
WILDERNESS LAKE by Kätkän Äijä

We will start our journey from Levi Information arrive to the Kätkä lake. With the help of our guide, we will put on our snowshoes and learn about the technique of snowshoe hiking. We will start off towards a wilderness lake, where we will jig. The guide will tell us about the secrets of jigging and help with the baits and drilling a hole in the ice. While jigging, we can drink coffee in a hut. Duration about 3 hours – the excursion is easy. Please dress accordingly to weather conditions!

Price: 64 € / person incl. jigging license and the equipment
- minimum 10 persons



Photos and maps: Levi Tourist Office

5. Skating on natural ice or diving under it!

ICE SKATING ON NATURAL ICE
by Lapin Luontoelämys

When the first night frosts arrives in Lapland and freezes the ice shining and lasting, it's worth trying skating on natural ice. The feeling of freedom is reckless when you can "fly" on the ice. We'll start from the Levi centre, where we have a transportation to lake Munajärvi. We'll put skates on and then go to enjoy the winters nature and the ice. When we feel like it's time for a brake we can go to a warm Lapp hut and grill sausages and make coffee over a fire. When the journey is over, we'll return to the Levi centre with many happy memories. Duration approx. 3 hours and suits persons with normal condition. Please dress accordingly to weather conditions!

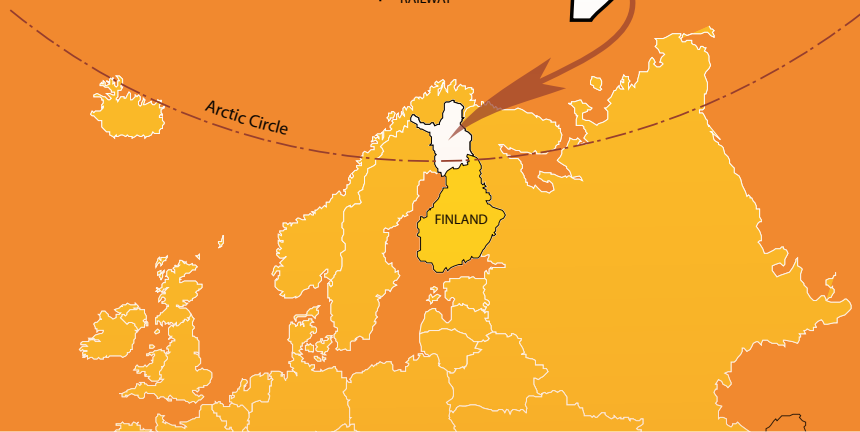
Price: 65 € / person
- including transfer from Levi Centre, skates, catering and guide

LAPLAND facts

Did you know that:

- Finnish Lapland is as big as Belgium, Holland and Switzerland put together. (98 984.30 km²)
- Lapland has 184 390 inhabitants, with an average population density of about 2 people/km² (national average 17).
- Only 3.6 % of the Finnish population lives in Lapland.
- The indigenous people of Lapland are the Sami, with a population of about 7 000.

- ▲ TOURISM CENTRES
- ✈ AIRPORTS
- TOWN
- CENTRE OF THE MUNICIPALITY
- MAIN ROAD
- RAILWAY



- The sun stays above the horizon around the clock for 73 days in the summer.
- There are 21 municipalities.
- The biggest towns are Rovaniemi, Kemi and Tornio.
- Lapland has its own university, with faculties of social science, education studies, law and arts.

- The livelihoods include wood processing, steel and building materials industries, which export to markets all over the world, as well as energy production, tourism, electronics and aerospace technology.
- 5.9 % of the population works in primary production, 21.1 % in industry, and 71.2 % in services.

More about Lapland: www.laplandfinland.com



LEVI in a nutshell

Levi is the biggest winter resort in Finland. It fulfils the international FIS and World Cup standards. Levi is situated 170 km north of the Arctic Circle. From Levi there is 15 km to Kittilä airport and 88 km to Kolari railway station.

Levi provides a wide range of activities in winter: downhill and cross-country skiing, snowboarding, snowmobile, reindeer and husky safaris, ice-fishing, ice-hole swimming, etc. Cross-country season lasts from November to May. In the summer time it is good place for hiking, canoeing, mountain biking and fishing.

More about Levi: www.levi.fi

Levi in figures:

- Highest peak of the Levi fell 531 m
- 44 slopes, of which the longest 2500 m
- 230 km cross-country tracks
- Over 886 km of snowmobile tracks
- 60 km of hiking routes and long marked trails towards Aakenus - Ylläs
- 22 000 beds
- 6 hotels and 4 apartment hotels, over 800 cottages, 38 restaurants
- Conference facilities for 2 000 persons

Records:

- lowest temperature -51.58 °C (1998)
- highest temperature +30.28 °C (1999)
- record snowfall 1.52 m (1998)