

Information letter,

October 2013

Spring and summer 2013 has become the most important time for the «Eco-efficient tourism» project. At the beginning, ToRs for architectural plans have been elaborated and presented to the architects as part of practical work on introduction of technologies that clearly demonstrate new possibilities open to tourists in Euregio Karelia. Architects prepared the designs basing on the results of the meetings held with the experts and the target groups' representatives. The construction of all 3 objects (in Kolatselga, Essoila and Ruskeala) has been successfully started and will be presented to wide public in May 2014.



The project partners have also been working on dissemination of expertise gained for the last year through participation in a number of prestigious events. For example, the project was presented by I. Shevchuk at the Seminar at the Karelian Institute, University of Eastern Finland, held in Joensuu, March 28, 2013. E.V. Zhirnel and S. P. Karmeniemi presented the eco-efficient tourism related papers at the International Conference «Green Belt of Fennoscandia» held in Petrozavodsk October 7-12. The conference also hosted the roundtable «Green Belt of Fennoscandia and ENPI CBC Programmes as tools for sustainable development in border areas» that was devoted to discussion on cooperation between different ENPI projects. Finally, KarRC expert E.V. Zhirnel took part in XII All-Russian Forum «Strategic Planning in the Regions and Cities of Russia» in Saint-Petersburg, where he shared the experience of development of the eco-technology clusters in Karelia.

November 21-22, «Eco-efficient tourism» project will hold a big event devoted to marketing and investments in Finland. The first day of the conference will take place in Joensuu and will be opened for the representatives of all interested in eco-efficient technologies, tourism and marketing organizations. Further information about the participation could be found at eet-northcentre.ru and kareliabiosphere.fi.