

## Routes4U Project

Funded  
by the European Union  
and the Council of Europe



COUNCIL OF EUROPE



Implemented  
by the Council of Europe

# Consultation on Cultural Routes in the Baltic Sea Region (EUSBSR)

## *Creation of new cultural routes and strengthening of certified Cultural Routes*

**26-27 March 2019. Helsinki, Finland**

Korjaamo Culture Factory.  
Töölönkatu 51 A–B, 00250 Helsinki, Finland

## PROGRAMME

### Tuesday 26 March

---

11.30 – *Registration of participants*  
12.00

12.00 – *Networking lunch*  
13.00

13.00 – **OPENING**  
14.15

*Moderators: KOSKI Eero, Senior Advisor, Ministry of Education and Culture, Finland*

*MARKKOLA Susanna, Program manager of culture tourism, Visit Finland, Business Finland*

- KAIVOSOJA Riitta, Director General, Department of Art and Cultural Policy, Ministry of Education and Culture, Finland
- HIETASAARI Kristiina, Director, Head of Product and Content, Visit Finland, Business Finland
- DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement (EPA) on Cultural Routes, Council of Europe; Director, European Institute of Cultural Routes (EICR)

### **KEYNOTE SPEECH**

LIPPONEN Paavo, Former Prime Minister of Finland

14.15 *Family picture*

14.30- **ROUTES4U IN THE BALTIC SEA REGION**  
14.45

METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe

14.45 –  
16.15

## **INTRODUCTION TO THE WORKSHOPS**

### **Workshop 1 | The development of new Cultural Routes in the Baltic Sea Region: Modern movement**

*Moderator: BERGER Laura, MA, Doctor of Science (Architecture), Department of Architecture School of Arts, design and architecture, Aalto University*

*Speaker:*

- PETRULIS Vaidas, Chair, Baltic Sea Region Working Group on 20th century Built Heritage

### **Workshop 2 | The development of new Cultural Routes in the Baltic Sea Region: Maritime heritage / Traces of Ice Age**

*Moderator: PIEKARSKA DURAJ Lucja, PhD, Expert on Cultural Routes, Assistant Professor, Institute of European Studies, Jagiellonian University*

*Speaker:*

- TIKKANEN Sallamaria, Chair, Baltic Sea Region Working Group on Underwater Heritage

### **Workshop 3 | Facilitating common impact: macro-regional and national structures to strengthen the Cultural Routes of the Council of Europe**

*Moderator: LESZCZYNA-RZUCIDLO Magda, PhD, Expert on the Baltic Sea regional cooperation in "Pomorskie in the European Union" Association and Euroregion Baltic*

*Speaker:*

- KOKKONEN Pellervo, Director of Tourism Development, Savonlinna Development Services Ltd

16.15 –  
16.30

*Coffee break*

16.30 –  
18.15

## **PARALLEL WORKSHOPS**

### **Workshop 1 | The development of new Cultural Routes in the Baltic Sea Region: Modern movement**

*Moderator: BERGER Laura, MA, Doctor of Science (Architecture), Department of Architecture School of Arts, design and architecture, Aalto University*

*Speakers:*

- LINDH Tommi, Chief Executive Officer, Alvar Aalto Foundation
- RUPENHEITE Agnese, Coordinator, Baltic Region Heritage Committee (BRHC); Deputy head Cultural heritage policy division, Latvian National Heritage Board
- CERNY Philipp, Project Manager, Iron Curtain Trail
- BEDOUELLE Pierre, Impressionisms Routes

### **Workshop 2 | The development of new Cultural Routes in the Baltic Sea Region: Maritime heritage / Traces of Ice Age**

*Moderator: PIEKARSKA DURAJ Lucja, PhD, Expert on Cultural Routes, Assistant Professor,*

*Institute of European Studies, Jagiellonian University*

*Speakers:*

- STEVNS MATSON Ea, Manager, The Vikings Route (Cultural Route of the Council of Europe)
- HARLEVI Inger, Manager, The Hansa (Cultural Route of the Council of Europe)
- LAURITSEN Anders, Project Manager, Ice Age

**Workshop 3 | Facilitating common impact: macro-regional and national structures to strengthen the Cultural Routes of the Council of Europe**

*Moderator: LESZCZYNA-RZUCIDLO Magda, PhD, Expert on the Baltic Sea regional cooperation in "Pomorskie in the European Union" Association and Euroregion Baltic*

*Speakers:*

- GAILITE HOLMBERG Ilze, Senior Adviser, Northern Dimension Partnership on Culture (NDPC)
- PUODZIUVIENE Rugile, Chief Officer, Department of Creative Sectors and International Culture Policy Ministry of Culture of Lithuania
- LEINONKOSKI Heli, President, Alvar Aalto Foundation; Administrative Director, City of Jyväskylä
- LØVRØD Hans Morten, The Route of Saint Olav Ways (Cultural Route of the Council of Europe)

*18.15 – Evening programme*

*19.30 Thematic Helsinki excursion by tram*

*19:30 – Reception at the City Hall hosted by the City of Helsinki*

*20:30*

## Wednesday 27 March

---

9.00 – **PARALLEL WORKSHOPS | Elaborating recommendations**  
10.00

10.00 – *Coffee break*  
10.15

10.15 – **PLENARY SESSION**  
12.30

*Moderators:*

*METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe*

*LEHTIMÄKI Marianne, Regional expert on cultural heritage and routes; former Coordinator, Baltic Region Heritage Committee*

### **Workshops follow-up: report on recommendations**

- *BERGER Laura, MA, Doctor of Science (Architecture), Department of Architecture School of Arts, design and architecture, Aalto University*
- *PIEKARSKA DURAJ Lucja, PIEKARSKA DURAJ Lucja, PhD, Expert on Cultural Routes, Assistant Professor, Institute of European Studies, Jagiellonian University*
- *LESZCZYNA-RZUCIDLO Magda, PhD, Expert on the Baltic Sea regional cooperation in "Pomorskie in the European Union" Association and Euroregion Baltic*

### **Support, good practices and work plans for 2020**

*Speakers:*

- *MAŚLANKIEWICZ Natalia, Coordinator, European Union Strategy for the Baltic Sea Region Policy Area (EUSBSR PA) Culture; Ministry of Culture and National Heritage, Poland*
- *WILLIAMS Kaarina, Senior Adviser for regional identity, Council of the Baltic Sea States (CBSS)*
- *SIRAVA Inese, Director of Tourism Department, Investment and Development Agency of Latvia*

12.30 - **CONCLUSION | Remarks and next steps**  
13.00

- *DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe; Director, European Institute of Cultural Routes (EICR)*
- *KARVONEN Minna, Director, Division for Art and Cultural Heritage, Department for Art and Cultural Policy, Ministry of Education and Culture, Finland*

13.00 - *Networking lunch*  
14.15

14.15 *Departure for the Aalto House and Studio Aalto (the former architect's office of Alvar Aalto completed in 1955)*

14.30 – *Guided visits to the Atelier and the Aalto House*  
17.00 *Happy travel home!*