

# CREADIS3 ACTION PLAN CENTRAL FINLAND



COOKING TOMORROW



**KESKI-SUOMEN LIITTO**  
Regional Council of Central Finland

REGIONAL COUNCIL OF CENTRAL FINLAND  
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## Document history

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# 1. General Information

## A. Project

CREADIS3

## B. Partner Organisation

Regional Council of Central Finland

## C. Other Partner Organisations (If relevant)

## D. Country

Finland

## E. NUTS2 Region

West Finland

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## 2. Policy Context

### A. The action plan aims to impact

- Other regional development policy instrument.

### B. Name of the policy instrument addressed

#### **Regional Strategy 2040**

The Regional Strategy 2040, a.k.a. Smart Specialisation Strategy for Central Finland, is a strategic instrument directing the use of public funding (ESF, ERDF) in the region of Central Finland. It defines the most important development efforts in the region and is a combination of the desired longterm development objectives with necessary strategic choices and development strategies as well as the most important projects in terms of regional development. Regional Strategy 2040 priorities are bioeconomy, digital economy and knowledge-based economy, complemented with wellbeing and tourism.

Regional Strategy 2040 covers also the longterm development in land use planning. The objective is to support growth and adapt to structural changes, both positive and negative, by creating resilience.

Regional democratic representatives, academic institutions, public authorities, private companies and many others have contributed to the regional strategy and the regional programme. They are also the key actors in implementing the plans.

The general goal of the Regional Strategy 2040, with its five pillars, is to promote wellbeing of the region, as well as wellbeing of the citizens. Wellbeing theme has been the guiding principle also for the Creadis3 Action Plan.

## 3. Action Plan Vision

### A. Context

For Creadis3 Action Plan the main frame is bioeconomy which is one of the five pillars of regional development strategy until 2040.

Bioeconomy was chosen because there are favourable activities already implemented within bioeconomy development in CF, mainly due to large investment of EUR 1,2 billion made by pulp factory Metsä Fibre in Äänekoski.

However, the bioeconomy perspective in Central Finland also needs differentiation because bioeconomy seems to be top priority in many regions not only in Finland but around whole Europe. Therefore we have chosen to put emphasis on food sector within bioeconomy sector. This is because CREADIS3 partnership includes regions with high profile in culinary issues, e.g. Basque Country and Emilia Romagna where gastronomy is seen as one factor of regional development in a manner of which we can learn. On the other hand a lot of development activities around food sector are already going on in CF, e.g. concerning value chains, but there is a lack of high profile in branding of local food – local food is not recognized regionally nor in wider scale. Also the food related education needs face-lifting, as it appears that food-related professions are not attractive to young people at the moment.

## B. Fields of action

The Creadis3 priority and collaboration framework for Regional Council of Central Finland is to *improve cross fertilisation across culture and technology sectors to trigger spillover effects*. This means that our general approach is to monitor CCIs from a wider regional development point of view, as cross sectoral cooperation - CCIs mixed with other economic sectors, not as an independent industry as such. The conceptual development strategy is based on the concept of proactive structural change.

At a very early stage of the Creadis3 project implementation, one of the main five pillars – bioeconomy - was chosen as the frame for policy improvement.

All measures presented in the Action Plan serve the wide concept of wellbeing of the region and its residents.

## C. Objectives

As described in the Creadis3 application form, the Regional Strategy 2040 is to be improved to recognize and implement measures and activities cross-fertilizing creative industries and creative skills with main priority players of the strategy, to facilitate e.g. birth of completely new partnerships, new project ideas and/or new implementation modes.

Having a wide perspective to bioeconomy, there were three potential sectors to link bioeconomy with: Crafts and design (e.g. sustainable use of pulp mill residue), Tourism (industrial heritage tourism, combined with cultural assets and other attractions) and Food sector (local food - branding, culinary tourism, events).

The Creadis3 study visit to Basque Country in July 2018 included a presentation by Basque Culinary Centre Innovation development director Begoña Rodríguez. The mind-blowing presentation showed the vast potential of gastronomy and food-related issues in regional development and gave a totally new perspective to themes that were already chosen as the contents for the Central Finland Action Plan.

## D. Methodology

Regional Council of Central Finland is one of the 19 regional councils in Finland. Regional councils are the main bodies promoting the interests of their regions and they also act as statutory joint municipal authorities. Statutory tasks of the regional councils are to put together the regional development plan,

the regional land use plan as well as their implementation plans in cooperation with other regional authorities and relevant ministries.

The Creadis3 Action Plan has been elaborated in cooperation with key players responsible for food related activities and development in the region. They will also have a crucial role in implementation of the actions described in the Action Plan.

Regional Council of Central Finland will coordinate and monitor implementation of the Action Plan, and keep the Lead Partner informed about the progress.

## E. Endorsement

In Finnish planning system regional councils are the main bodies promoting the interests of their regions and they also act as statutory joint municipal authorities. Working in cooperation with central government authorities, central cities, other municipalities and educational institutions in their regions and other parties involved in regional development, they are responsible for the regional development strategy and overall regional development.

The learnings of the CREADIS3 study visits have been discussed on regional level in several contexts, and the learnings have been further elaborated to be taken into account in the Action Plan.

Bodies that will have central role in the implementation of the Action plan have been involved in the development of the Action Plan from the very beginning, as well as bodies who have a role in supporting the implementation either on functional or financial level.

## 4. List of Actions

### GENERAL BACKGROUND

All actions described below base on the experiences and findings of the study visit to Basque Country in July 2018, complemented with findings of other study visits and local discussions and surveys.

The action themes were elaborated in two workshops in Jyväskylä, conducted by the experts of Basque Culinary Centre (BCC). Workshops were held on 23.-26.9.2019 and 26. - 28.11.2019, with participants of organizations responsible for food related activities and development in the region.

Workshop were made possible by financial support of the Regional Government of the Basque Country.

### CONNECTIVITY TO REGIONAL STRATEGY 2040

The vision of Regional Strategy 2040 is that *In 2040 Central Finland is a prosperous, international region. Knowledge, especially in bioeconomy and digital economy creates wellbeing. Regional Strategy 2040 emphasizes the ability to combine the five focus areas.*

The interfaces between bioeconomy, digital economy, knowledge-based economy, wellbeing-related economy, and tourism, create new business opportunities, innovations and enterprises. The actors on these fields are encouraged to create interdisciplinary solutions.

Co-creation and interaction between focus areas is encouraged and nurtured.

As stated earlier, the key actors in implementing the plan are e.g. academic institutions, public authorities, private companies and many other organisations in the region. How each of these are involved in implementation of the three actions, is described in respective action's description.

The umbrella theme for the Action Plan is *Gastronomic Approach to Wellbeing*, based on the fact that the theme of wellbeing is the guiding principle in all regional development in Central Finland. In Central Finland wellbeing is considered as an extensive entity, including social and health sectors, physical exercise, culture, youth work and education. The long term goal is the improvement of the quality of life for all citizens of Central Finland.

## DEFINITION OF GASTRONOMY

In this document the term gastronomy is to be understood in a wide sense, not as fine dining. Following the definition of Basque Culinary Center, gastronomy is a reasoned knowledge of what we eat and how we eat. It is an interdisciplinary knowledge area that encompasses the entire value chain from how food is grown, processed and distributed through to its consumers. It addresses how food influences people's physical and mental wellbeing. The concept also covers the socio-economic impact of gastronomy and its cultural influence in a given geographical area.

## REGIONAL STRATEGY 2040 AND GASTRONOMY

In Creadis3 application form the Regional Strategy 2040 is expected to be improved by recognizing and implementing measures and activities that cross-fertilize creative industries and creative skills with main priority players of the strategy, to facilitate e.g. birth of completely new partnerships, new project ideas and/or new implementation modes.

Gastronomy, as described by Basque Culinary Center above, has never before been recognized as an element for regional development strategies in Central Finland. Cooperation with the Basque Country,

and especially with Basque Culinary Center, has opened a completely new paradigm in Central Finland strategic development, showing the vast potential of gastronomy in various segments of regional development.

The three actions of this Action Plan are the first ones where the gastronomy perspective can and will be taken into account as a policy element.

### LIST OF ACTIONS

1. Supporting measures to **promote regions' gastronomic know-how in education, research and production.**
2. Providing input and inspiration to regional wellbeing related measures to **use gastronomy as a tool for social wellbeing.**
3. Providing input and inspiration to regional strategies and measures to **use gastronomy as an element of regional identity.**

## 5. Details of the actions

### A. Action 1

ACTION NUMBER	ACTION NAME	ACTION LINE
1	Supporting measures to promote regions' gastronomic know-how in education, research and production	<p>Fostering a Food System that advances and promotes cooperation between education, research, local producers and the regional community.</p> <p>Related to the objective in application: supporting new projects and/or implementing actions directly. Especially crosssectoral projects, with new kind of partnerships, incl. nontypical sectors for breaking silos will be in focus</p>
BACKGROUND	<p>CREADIS3 partnership includes regions with high profile in culinary issues, e.g. Basque Country and Emilia Romagna where gastronomy is seen as an important factor of regional development. Although a lot of development activities around food sector are already going on in Central Finland, there are still obstacles hampering and slowing food related development. E.g. compared to many other parts of Finland, the gastronomic tradition and typical dishes of the region are not so unique or well known. Local, food producers and products are not recognized regionally nor in wider scale, food related education needs face-lifting to attract students, results of high profile food research should be better transferred and recognized as a potential for food innovations, and food as social activity has lost appreciation among citizens.</p> <p>Local food producers are generally SME's or micro enterprises. They lack knowledge, resources and capacity for marketing, product development and product innovation.</p> <p>The main institution for food related education in Central Finland is Jyväskylä Educational Consortium Gradia. They have noticed that it is hard to attract students to food related studies, and at the same time restaurants in the region lack educated work force. In general, the appreciation of chefs is quite low.</p>	

<p><b>BACKGROUND</b></p>	<p>University of Jyväskylä is known for high-level food system research. Food system studies research group explores and assesses the sustainability and resilience of food system activities. Worth mentioning in this context is the ongoing research projects ScenoProt- Novel Protein Sources for Food Security.</p> <p>JAMK University of Applied Sciences has two development programs which are related to the theme: Sustainable Food Business program and Responsible Tourism.</p> <p>Sustainable Food Business is a multi-disciplinary program aiming to develop the students' understanding of the environmental implications of food production and consumption, focusing on correct and sustainable choices while promoting healthy nutrition and enjoyable food experiences. This program incorporates several core issues related to global environment, health problems as well as megatrends including the healthier and responsible lifestyle.</p> <p>Tourism has been raised in JAMK's strategy as an emerging field, and in the future, JAMK will increasingly focus on the development of tourism businesses, responsible tourism and nature and well-being tourism.</p> <p>JAMK also runs several projects related to food chain development. One of the most important project is the KEKO 2 project, aiming at promotion of regional food chain, with special emphasis on rural development, together with other regional and national players.</p> <p>The concept of Wellbeing Gastronomy Living Lab (further referred as WGLL) was initiated and elaborated in two workshops led by experts of Basque Culinary Center Innovation (BCCI). The workshops were made possible with financial support by the Regional Government of the Basque Country.</p> <p>Participants of the workshop presented players along the food value chain, and the outcome of the workshop, report Cooking Tomorrow, outlined three potential lines of future development.</p> <p>The second workshop was dedicated to more strategic players, to be able to define the actual measures to be taken and organizations to be involved in implementing the three lines of future development, defined in the first workshop.</p>
<p><b>DESCRIPTION</b></p>	<p>WGLL is a space and a learning environment bringing together researchers, chefs, local producers, students in food-related education and the wide audiences. It is a user-centered, open innovation ecosystem based on systematic user co-creation approach, integrating research and innovation processes. At the same time, it is a showroom making the activities of the WGLL visible and tangible to wide audiences and it showcases in a concrete way regions' objectives to foster holistic wellbeing as an asset for regional identity.</p> <p>For the researchers the WGLL will offer a space to share their knowledge with professionals who have the capacity to turn the research result into understandable and tangible form – e.g. chefs creating meals using new proteins: how they look, how they taste, how they can be used, what is the mouthfeel etc.</p> <p>For local food primary production and producers WGLL is a place for production development. It enables cooperation between local producers, state-of-the-art researcher and chefs, to test, innovate, and refine new products, based on regional expertise and now-how.</p> <p>For educational institutions the WGLL concept is an additional element to complement existing curricula. It is a unique and innovative tool to attract students for food-related studies. For the students it gives a holistic perspective to the food system, widening the understanding of professional possibilities in food sector.</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DESCRIPTION</b></p>	<p><b>The centre of excellence EduFutura</b>, conglomerate of Jyväskylä Educational Consortium Gradia, JAMK University of Applied Sciences and University of Jyväskylä, forms a unique partnership in learning, research, development, experimentation and application related to the leading-edge fields in the area. The uniqueness of EduFutura Jyväskylä lays in the strategic and hands-on cooperation between the secondary and tertiary education, both vocational and general upper secondary education and in professional and academic higher education. On domestic level areas of strengths are e.g. The Finnish Music Campus and bioeconomy. In its areas of strength, EduFutura Jyväskylä increases study possibilities and enhances the quality of education by developing pedagogy, reducing overlapping education and creating joint studies. Transitions across educational levels are made smooth and fluent.</p> <p>Internationally significant areas of strength to be exported are Renewal of learning, Health, rehabilitation, wellbeing and physical exercise and Education export.</p> <p>One of EduFutura strength areas, The Finnish Music Campus, is expected to move to new premises in 2021, which will create a unique and state-of-the-art educational environment for music studies. The building will also include a student restaurant, and there have been preliminary ideas to design and build the restaurant and its kitchen in a way that could create the physical platform for the WGLL.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>POLICY ENDORSEMENT</b></p>	<p>Regional Council of Central Finland is responsible for the regional development strategy and overall regional development.</p> <p>Bodies that will have central role in the implementation of the Action plan have been involved in the development of the Action Plan from the very beginning, as well as bodies who have a role in supporting the implementation either on functional or financial level.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>RESPONSIBLE ORGANISATION</b></p>	<p>The centre of excellence EduFutura (Jyväskylä Educational Consortium Gradia, JAMK University of Applied Sciences and University of Jyväskylä)</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>ACTORS INVOLVED</b></p>	<p>Regional Council of Central Finland</p> <p>KeHO – Central Finland Health and Wellbeing Ecosystem</p> <p>Producers’ association MTK</p> <p>Central Finland Centre for Economic Development, Transport and the Environment</p> <p>Central Finland Enterprises Association</p> <p>ProAgria Rural Advisory Services</p> <p>Chefs’ Association of Central Finland</p> <p>Visit Jyväskylä (regional tourism office)</p> <p>+ other relevant organisations</p>

<b>BEGINNING DATE</b>	9/2019	<b>ENDING DATE</b>	ongoing
<b>EXPECTED COSTS</b>	<p>The construction costs of Music Campus</p> <p>Development of the Centre of Vocational Excellence (CoVE) 4 million euros</p>	<b>FUNDING SOURCES</b>	<p>Own funding</p> <p>Erasmus+ Key Action 3 Centres of Vocational Excellence (CoVEs) EACEA 33/2019</p>
<b>EXPECTED IMPACTS</b>	<p>Increase in number of student applications for food-related education</p> <p>Renewal of educational environment</p> <p>Improvement of collaboration between various players of the food value chain</p> <p>Improvement of social cohesion</p> <p>Visualization of regional identity</p> <p>Mutual awareness of various organisations' activities in food sector</p> <p>Better recognition of development needs within food sector</p> <p>Improved readiness for national and international cooperation</p>	<b>INDICATORS</b>	<p>Number of student applications for food-related education</p> <p>Music Campus Building, offering the platform for Wellbeing Living Lab and a showroom for regional identity</p> <p>Number of collaborative networks in food value chain</p>

## B. Action 2

ACTION NUMBER	ACTION NAME	ACTION LINE
2	<p>Providing input and inspiration to regional wellbeing-related measures to use gastronomy as a tool for social wellbeing</p>	<p>Generating awareness and applied gastronomy programs to instill gastronomy as an integral part of wellbeing</p> <p>Related to the objective in application: supporting new projects and/or implementing actions directly. Especially crosssectoral projects, with new kind of partnerships, incl. nontypical sectors for breaking silos will be in focus</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>BACKGROUND</b></p>	<p>In various local discussions and the two workshops conducted by BCCI, has been identified that the tradition of eating together has disappeared. This is the case in most families, but also in wider community perspective. At the same time social exclusion, loneliness and poverty have become a major cause leading to mental disorders. Integration of immigrants, and social cohesion in general, are also issues that need diverse implementation measures.</p> <p>Food, or gastronomy in its widest sense, as an everyday necessity, can be a “social glue” bringing citizens’ together.</p> <p>One visible sign of poverty are the breadlines. They still bear a social stigma even though they are not any more lines in the concrete sense of the word. Still, there is a need – and there have already been some attempts – to diminish the social stigma of breadlines, and to find more decent ways to deliver food aid.</p> <p>There are already concepts in place, promoting eating together, that can be developed into a direction that can help to tackle social issues. E.g. Restaurant Day concept (a food carnival when anyone can open own restaurant for one day) and Dinner Under Open Sky concept (anyone can set a table, and anyone can join the table) are at the moment more or less concepts for urban “hipsters”, but they could also have a more profound social character.</p> <p>To diminish the social stigma of food aid, there are already ideas to complement the breadlines with concepts that promote eating together, emphasizing food not only as nourishment, but also recognizing food as a social, joyful and empowering function.</p> <p>Measures preventing social disadvantages are crucial in enhancing human mental wellbeing.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DESCRIPTION</b></p>	<p>Regional Council of Central Finland and The Central Finland Health Care District are in charge of developing the regional health and wellbeing programme for 2021-2024. Promotion of health and wellbeing are statutory responsibility of individual municipalities, and the regional programme defines common goals, understanding and knowledge base about holistic perspective to wellbeing, from general and individuals’ perspectives, and determines preferences, measures and indicators for monitoring. It will guide municipalities in developing their own wellbeing programmes for children and youth, for aging population, for integration of immigrants and for taking into account the wellbeing aspect of cultural activities.</p> <p>The objective of the regional health and wellbeing programme is to increase the wellbeing of region’s citizens, by diminishing factors causing physical, mental and social disorder.</p> <p>Municipal and regional wellbeing programmes are statutory documents and processes, defining municipalities’ activity in promoting their inhabitants’ health.</p>	

<p><b>DESCRIPTION</b></p>	<p>While developing the regional health and wellbeing programme, Regional Council of Central Finland and The Central Finland Health Care District will take into account the gastronomy perspective in defining the regional wellbeing profile, and encourage regional and local actors to develop gastronomy-related measures that can endorse the objectives of the programme. Measures can support and encourage the existing concepts of social eating, or support complete new ways of social eating.</p> <p><b>Connectivity to Regional Strategy2040</b></p> <p>In Creadis3 application form the Regional Strategy 2040 is expected to be improved e.g. by recognizing and implementing measures and activities that facilitate new implementation modes.</p> <p>This action brings gastronomy perspective to a policy instrument which guidelines wellbeing measures of several regional players and eventually wellbeing of the entire population of the region within 2021-2024. This action has potential to facilitate birth of new partnerships, it can generate new project ideas or improve existing ones with new implementation modes.</p> <p>Of the five regional development priorities, this action relates to wellbeing, but depending of the implementation modes, can have a link also to digital economy and even tourism.</p> <p><b>Activities to implement the action</b></p> <p>12/2019 – Regional wellbeing profile</p> <p>Definition of indicators and data sources</p> <p>Joint analyses of above mentioned material</p> <p>Connectivity to regional foresighting process</p> <p>1-7/2020 – Selection of regional focal points</p> <p>Agreement on joint actions and actor segments</p> <p>Involvement of respective regional organisations</p>
<p><b>POLICY ENDORSEMENT</b></p>	<p>Regional Council of Central Finland is responsible for the regional development strategy and overall regional development.</p> <p>Bodies having central role in the implementation of the action have been involved in the development and design of the action.</p>
<p><b>RESPONSIBLE ORGANISATION</b></p>	<p>Regional Council of Central Finland and The Central Finland Health Care District</p>

<b>ACTORS INVOLVED</b>	22 municipalities of Central Finland		
<b>BEGINNING DATE</b>	10/2019	<b>ENDING DATE</b>	12/2024
<b>EXPECTED COSTS</b>	No additional costs	<b>FUNDING SOURCES</b>	
<b>EXPECTED IMPACTS</b>	Improvement of wellbeing of citizens of Central Finland		<b>INDICATORS</b> Indicators set by the regional health and wellbeing programme for 2021-2024

### C. Action 3

ACTION NUMBER	ACTION NAME	ACTION LINE
3	<p>Providing input and inspiration to regional strategies and measures to use gastronomy as an element of regional identity</p>	<p>Awareness rising of gastronomy as a cross-sectoral element of regional identity</p> <p>Related to the objective in application: supporting new projects and/or implementing actions directly. Especially crosssectoral projects, with new kind of partnerships, incl. nontypical sectors for breaking silos will be in focus</p>
<p><b>BACKGROUND</b></p>	<p>One of the tasks of regional councils is to promote regional identity. The region of Central Finland, located in the very centre of the country, is characterized by features of three historical provinces in east, south and west of the current territory. The first ideas to establish an administrative region of Central Finland were manifested around the turn of the 19th to 20th century. As an separate administrative unit, the region of Central of Finland was established in 1960.</p> <p>The capital of the region is Jyväskylä, known as the birth-place of Finnish speaking education and Finnish culture, and hence often called the “Athens of Finland”. Before the independence declaration in 1917, Finland was governed either by Sweden or by Russia, and Swedish was the official language (and it still is the second official language). E.g. University of Jyväskylä was originally established as the first Finnish speaking teachers’ seminar.</p> <p>Being influenced by three different historical cultural provinces, the region of Central Finland today is facing more or less an identity crisis. Unlike many regions with strong unique historical roots, habits and food culture, Central Finland does not have this kind of historical basis. Therefore the aim is to build the identity of the region on wellbeing, cooperation and open-mindedness – all these features have been recognized in several surveys as strengths of the region.</p> <p>Wellbeing is the guiding principle in all regional development in Central Finland, as is described earlier in this document. This can be considered both physical and mental wellbeing of the citizens, but also as wellbeing of the environment.</p> <p>Health-related wellbeing emphasizes in our context also exercise and sports as Jyväskylä has been branded the Capital of Sport in Finland. This brand is based e.g. on versatile supply of study programs in this field. University of Jyväskylä is the only university in Finland providing Master’s and Doctoral Degrees in Sport and Health Sciences (EQF 7 and 8). To supplement higher education, Gradia will soon provide three different vocational qualifications: Vocational Qualification in Sports Instruction (EQF 4), Further Vocational Qualification in Physical Education and Coaching (EQF 4) and Specialist Vocational Qualification in Coaching (EQF 5). Besides education there are also nationally unique research activities on the sector of sports in Jyväskylä. KIHU is the Research Institute for Olympic Sports and LIKES is the Research Centre for Sport and Health Sciences. Gastronomy in this context means e.g. personalized nutrition to improve athlete’s performance.</p> <p>Central Finland and its capital Jyväskylä have put also a lot effort in circular economy. Jyväskylä is a pioneer in zero waste measures, e.g. being the first city in Finland to sell leftover food of schools to elderly citizens. There are also several projects going on in the region, aiming at promotion of circular economy. E.g. the CIRCWASTE project promotes efficient use of material flows, waste prevention and new waste and resource management concepts.</p>	

DESCRIPTION	<p>In its financial and operational plan for 2020-2022, the Regional Council of Central Finland defines promotion of regional identity as one of the priorities. Features of identity will be highlighted at several occasions and in several ways, e.g. in council's own events but also in events arranged by other regional operators and in communication.</p> <p>One of the biggest efforts in 2020 will be the Central Finland Cruise gathering about 1000 participants from different parts and organisations of the region, to discuss and generate ideas for development and empowering the region. One of the four working themes related is gastronomy. The cruise will take place mid-September on the route Helsinki-Tallinn-Helsinki.</p> <p>Food and gastronomy will be highlighted in regional tourism strategy 2021-2025 which will be updated by Regional Council of Central Finland and municipal tourism organisations. The works has started in September 2019.</p> <p>Gastronomy, combined with sports, physical, mental and environmental wellbeing will be taken into account in these two actions.</p> <p>Regional Council of Central Finland will encourage all regional organisations to consider gastronomy and wellbeing perspectives in their own operations and communication.</p> <p><b>Connectivity to Regional Strategy 2040</b></p> <p>In Creadis3 application form the Regional Strategy 2040 is expected to be improved e.g. by recognizing and implementing measures and activities that facilitate new implementation modes. This action brings gastronomy perspective to complex policy measures dealing with regional identity.</p> <p><b>Activities to implement the action</b></p> <p><b>Regional Tourism Strategy 2021-2025</b></p> <p>9/2019 Start of the regional tourism strategy updating process</p> <p>9/2019 – 11/2020 The strategy will be elaborated in 11 workshops</p> <p>12/2020 Presentation of the new regional tourism strategy</p> <p>2021-2025 Implementation of the strategy</p> <p><b>Financial and operational plan 2020-2022</b></p> <p>1-6/2020 Regional Council of Central Finland puts together a regional task force for common understanding and vision of regional identity</p> <p>Regional task force creates a three year work plan for measures to promote regional identity, taking especially into account the gastronomy perspective</p> <p>9/2020 Central Finland Cruise</p> <p>10/2020 Finalisation of the three year plan, including material collected during Central Finland Cruise</p>
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<p><b>POLICY ENDORSEMENT</b></p>	<p>Regional Council of Central Finland is responsible for the regional development strategy and overall regional development.</p> <p>Bodies having central role in the implementation of the action have been involved in the development and design of the action.</p>		
<p><b>RESPONSIBLE ORGANISATION</b></p>	<p>Regional Council of Central Finland</p>		
<p><b>ACTORS INVOLVED</b></p>	<p>Visit Jyväskylä</p> <p>JAMK University of Applied Sciences</p> <p>Municipalities in Central Finland</p> <p>Other regional organisations, incl. NGOs</p>		
<p><b>BEGINNING DATE</b></p>	<p>9/2019</p>	<p><b>ENDING DATE</b></p>	<p>12/2025</p>
<p><b>EXPECTED COSTS</b></p>	<p>Regional Tourism Strategy 2021-2025, 10.000 eur</p> <p>Central Finland Cruise, ca 300.000 e</p>	<p><b>FUNDING SOURCES</b></p>	<p>Own funding</p> <p>Regional Council of Central Finland 40.000 e, participant tickets 260.000 e</p>
<p><b>EXPECTED IMPACTS</b></p>	<p>Gastronomy perspective will be taken into account in regional tourism strategy and in other regional strategies as well as regional events</p>	<p><b>INDICATORS</b></p>	<p>Number of regional strategies with gastronomy perspective</p> <p>Number of regional events including gastronomy perspective</p>