



Three T
Interreg Europe



European Union
European Regional
Development Fund

ThreeT Thematic Trail Trigger

Good Practices documented

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List of Good Practices – PP3

Central Finland

Theme: Silence and wellbeing

1. **Silence as a tourism attraction** - Regional Plan of Central Finland #26
2. **Alvar Aalto routes in Jyväskylä region** - the capital city of Alvar Aalto's architecture #19
3. **Sauna Region of the World** #18
4. **Biogas ecosystem** – CF Promotes production and use of traffic biogas #17
5. **®Meijän polku - Our path**: Concept to wellbeing and health promotion related to nature trail network #4



Silence as a tourism attraction – Regional Plan of Central Finland

Silent areas:

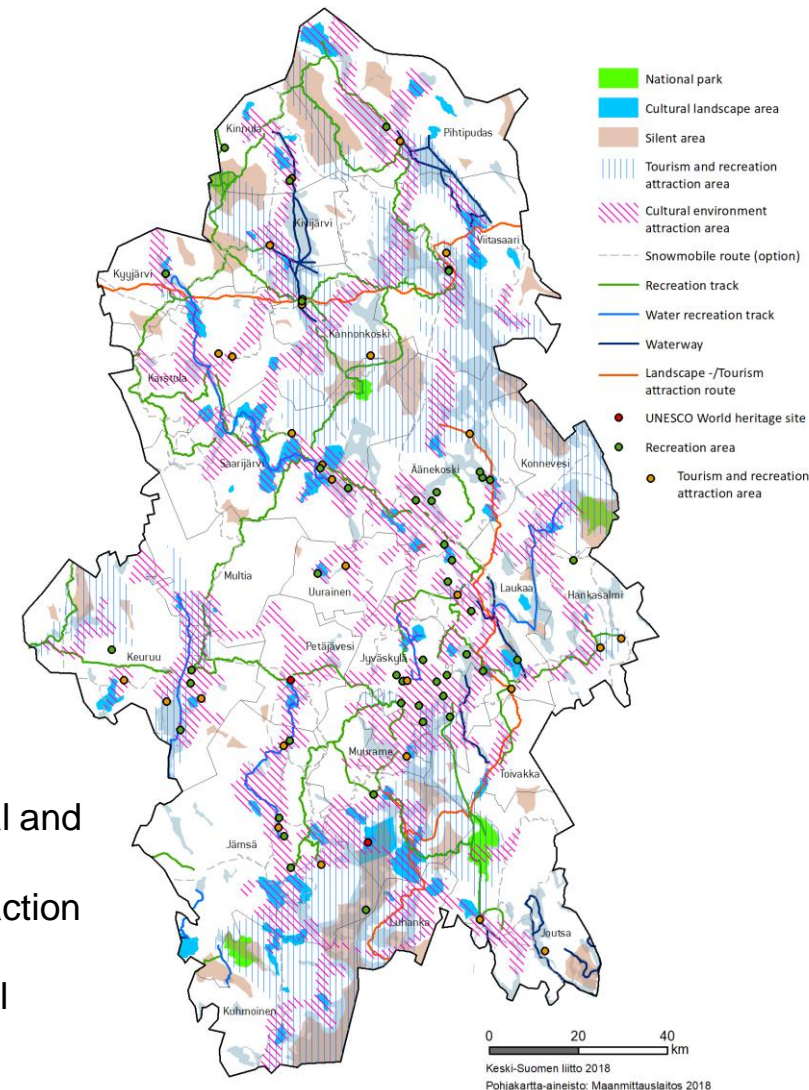
- Noise under 35dB, area over 50 hectares
- 36 pieces, total 157 587 hectares, 8% of the area
- Largest silent area: Lake Päijänne
- Silence is related with all 5 National parks
- Investigated in Central Finland for regional planning
- Key factor for tourism, recreation and wellbeing
- Notified in Central Finland Regional plan as part of Tourism and recreation attraction areas

Regional plan has law force:

- It has to be implemented in detailed land use planning

Silence combined to recreation and tourism is:

- one of the most significant values related to our natural and cultural heritage
- Recognized as a source of wellbeing and tourism attraction
- Resource in regional development processes
- Win – win situation: beneficial for landowners and local inhabitants, no protection elements included



Silence as a tourism attraction – Regional Plan of Central Finland

Concepts using silence as a tourism attraction in the region:

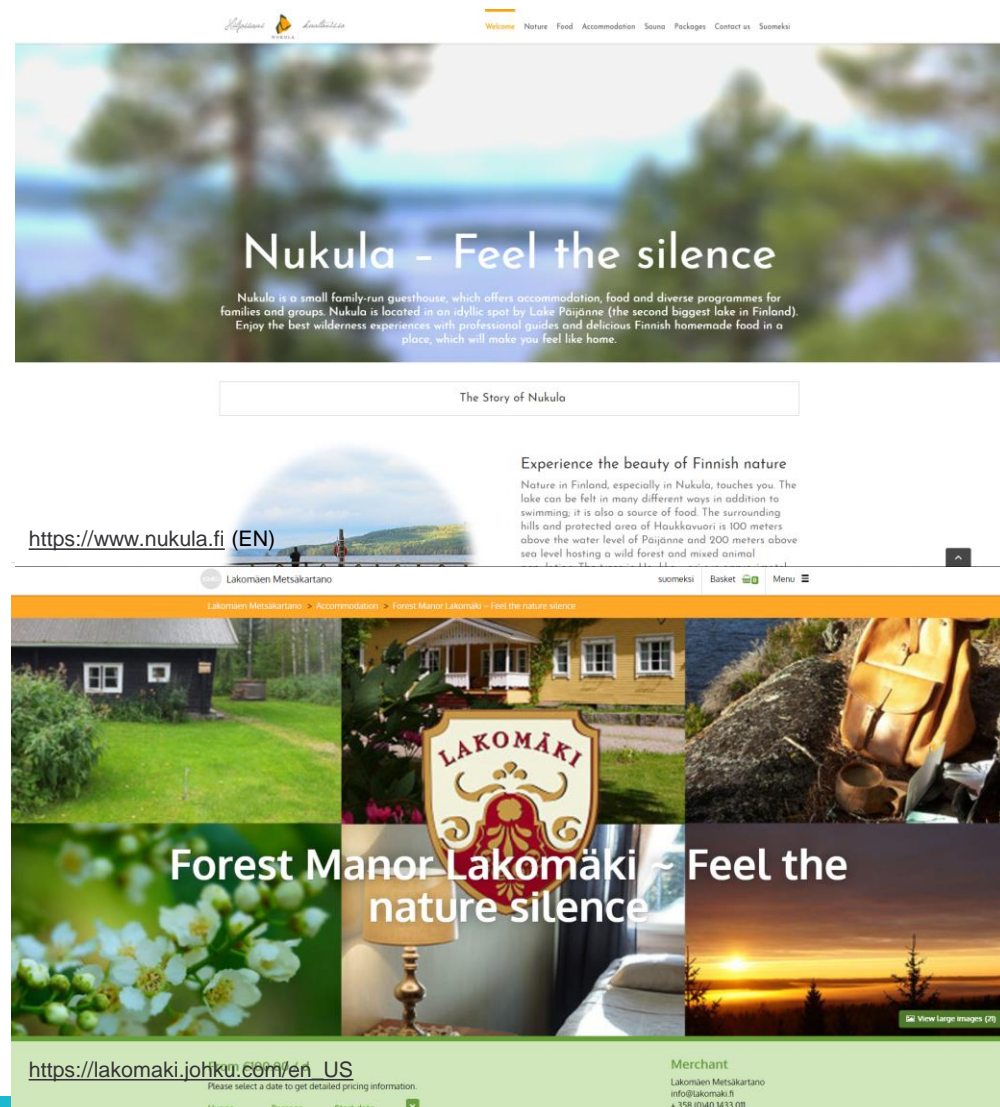
- Nukula Guesthouse
- Forest Manor Lakomäki
- Water and inland trails in natural parks
- Leivonmäki cottages in Leivonmäki natural park
- ®Meijän polku – Our path GP#4:
- Nature relaxation video

Transferability:

- END (European Noise Directive):
- Need to preserve areas of good acoustic environmental quality (quiet areas)
- This concept shows silence (or quietness) as a success factor for the region without any official protection

Key words:

- Sustainable tourism
- Entrepreneurship (rural areas)
- Green infrastructure
- Natural and cultural heritage



Alvar Aalto routes in Jyväskylä region – the capital city of Alvar Aalto's architecture

- Jyväskylä region: Largest number of buildings of architect Alvar Aalto in the world, 28 pieces
- Internationally strong brand made visible
- Alvar Aalto route –themed routes
- Innovative combination of internationally important cultural heritage, local nature and human powered or green mobility:
- Alvar Aalto e la natura – cruise and local bus
- Bike journey to Alvar Aalto (rent-a-bike)
- Alvar Aalto guided walking tours
- Alvar Aalto mobile app

All pictures: Visit Jyväskylä Tero Takalo-Eskola



Alvar Aalto routes in Jyväskylä region – the capital city of Alvar Aalto's architecture

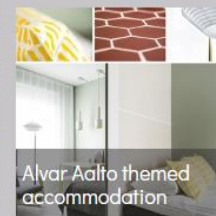
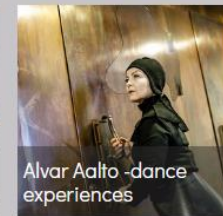
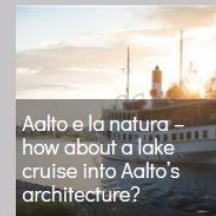
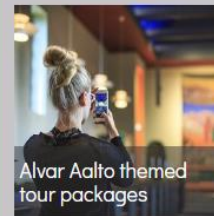
- Concept developed in co-operation with Visit Jyväskylä tourism office, museums, Alvar Aalto foundation, Finnish Tourist Guide association, local transportation companies and entrepreneurs
- Benefits both locals and tourists
- Routes make Alvar Aalto's special relationship to nature visible
- Internationally appreciated
- Locals need a boost to understand the enormous possibilities of Aalto brand, connected to local nature and culture and numerous existing trails and sports in the region

Key words:

- Cultural heritage (cultural routes)
- Support to sector (tourism)
- Urban mobility (walking & Cycling)

Visit Jyväskylä websites:

<http://www.visitjyvaskyla.fi> (EN)



Sauna Region of the World

Five reasons why Central Finland is the Sauna region of the World:

1. Heart of sauna industry
2. Biggest smoke sauna, increasing number of sauna boats
3. Sauna village in Jämsä preserves sauna tradition and culture
4. Amazing Sauna services for especially international customers
5. Sauna region week, happenings like Sarvenperä Sauna marathon



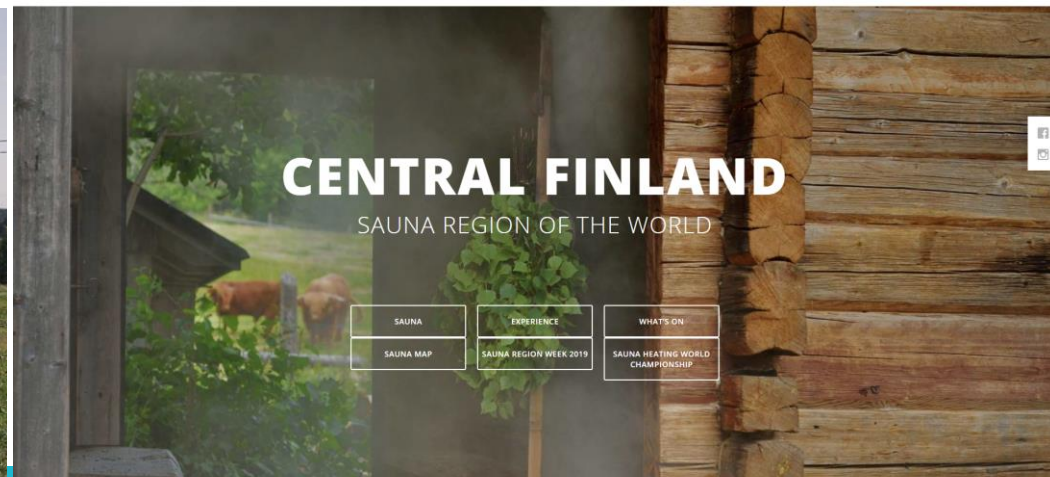
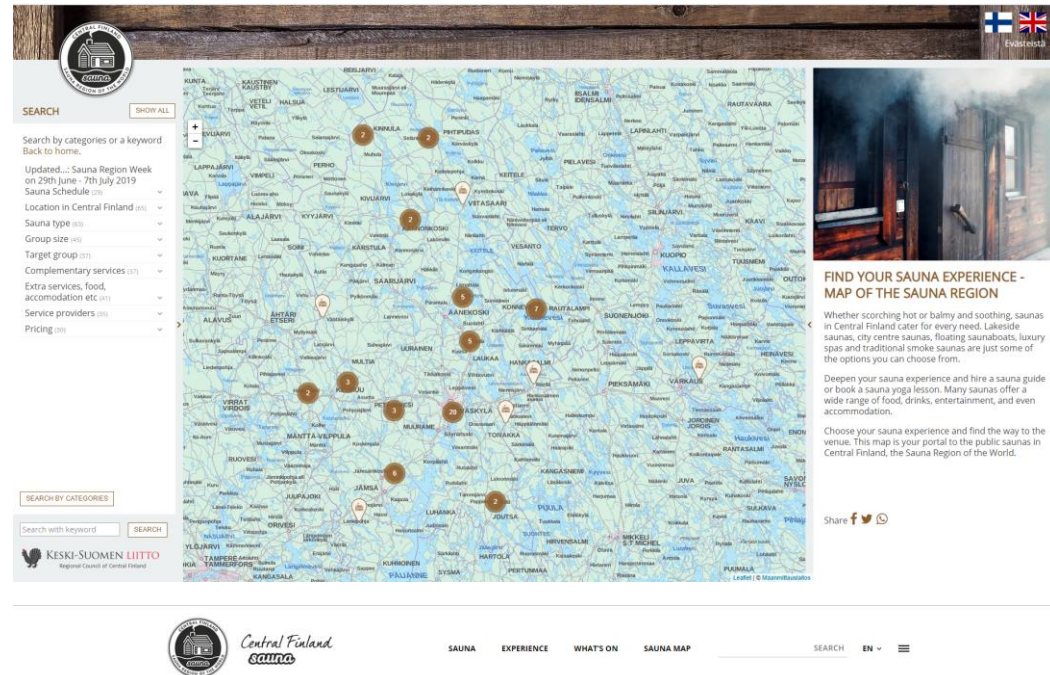
Sauna Region of the World

Products:

- Webpage: www.saunaregion.fi
- Online map of the Sauna Region
www.keskisuomensaunat.fi
- Printed Sauna Region map
- Sauna Heating World Championship Competition partial race in Japan
- Sauna service packages
- Sauna t-shirt
- Sauna logo

Key words:

Cultural heritage, entrepreneurship, natural and cultural heritage, sustainable tourism



Picture: John Hubbard

Biogas ecosystem – Promoting production and use of traffic biogas

Biogas production in Central Finland

- Mustankorkea, Jyväskylä: landfill gas ~ 18 GWh
- Nenäinniemi, Jyväskylä (wwtp) ~ 13 GWh
- Kalmari farm, Laukaa
- Joutsa
- Mustankorkea biogas plant, Jyväskylä ~ 15 GWh
- Ecoenergy SF, Äänekoski ~ 24 GWh

Biogas potential (average): 460 GWh (Vänttinen et al. 2009)



Biogas ecosystem – Promoting production and use of traffic biogas

Biogas fuelling network in Central Finland



- Kalmari farm, Laukaa
- Joutsan Ekokaasu
- Mustankorkea biogas plant, Jyväskylä
 - Another station is going to be open soon, Jyväskylä
- Gasum LNG/CNG/CBG station, Jyväskylä
- Äänekoski? (coming)



Biogas ecosystem – Promoting production and use of traffic biogas

Key words: Circular economy, Low carbon strategy, Renewable energy, Resource efficiency

Circwaste –project promotes the development of the biogas ecosystem in Central Finland



Biogas ecosystem covers waste management, energy production and nutrient recycling

Communication and cooperation with stakeholders



Strong commitment of the public sector
Active biogas companies in the region
R&D projects (e.g. CO₂ utilization by VTT)
Investments in biogas production, filling network and gas vehicles



Photo: Sihvri



®Meijän polku - Our path:

Concept to wellbeing and health promotion related to nature trail network

Short description	The health and well-being movement in Central Finland, utilizes different levels of influence to promote health through values-based approach.
Location	Central Finland, 265.000 inhabitants, <u>23 municipalities</u>
Some facts	Well-being Expertise Centre of Central Finland (<u>KeHO network</u>) provides knowledge based background for Meijän Polku movement.
How the experience works	At first Our Path specialists take part in well-being and health promoting work and engage the local actors to do concrete well-being interventions.
Aims	To enhance physical activity and recovery-related behavior, as well as to increase an individual's connection to the nature and community in.
Achievements	Municipality of the month –concept. Our Path specialists support local actors at their well-being promotion work: communication, events, lectures
Financial Aspects	Based on resources of KeHO networks organisations (business as usual)
Innovative features	Academic level multiprofessional support for municipalities (pro bono). We utilizes multilevel intervention strategy and influencing at the: <ol style="list-style-type: none">1. Community level, and community leaders2. Institutional level (e.g. schools), and local health associations (NGO)3. Social networks and primary groups e.g. family, friend, work networks4. Individual level and personal factors, e.g. attitudes, behavior, beliefs, education
Recommendations for transferability (key word)	Co-creation, Service desing, Physical activity, Rest, Nature, Communalitty



®Meijän polku - Our path: Concept to wellbeing and health promotion related to nature trail network

Central Finland's Centre of Excellence on Wellbeing (KeHO)

Why Central Finland?

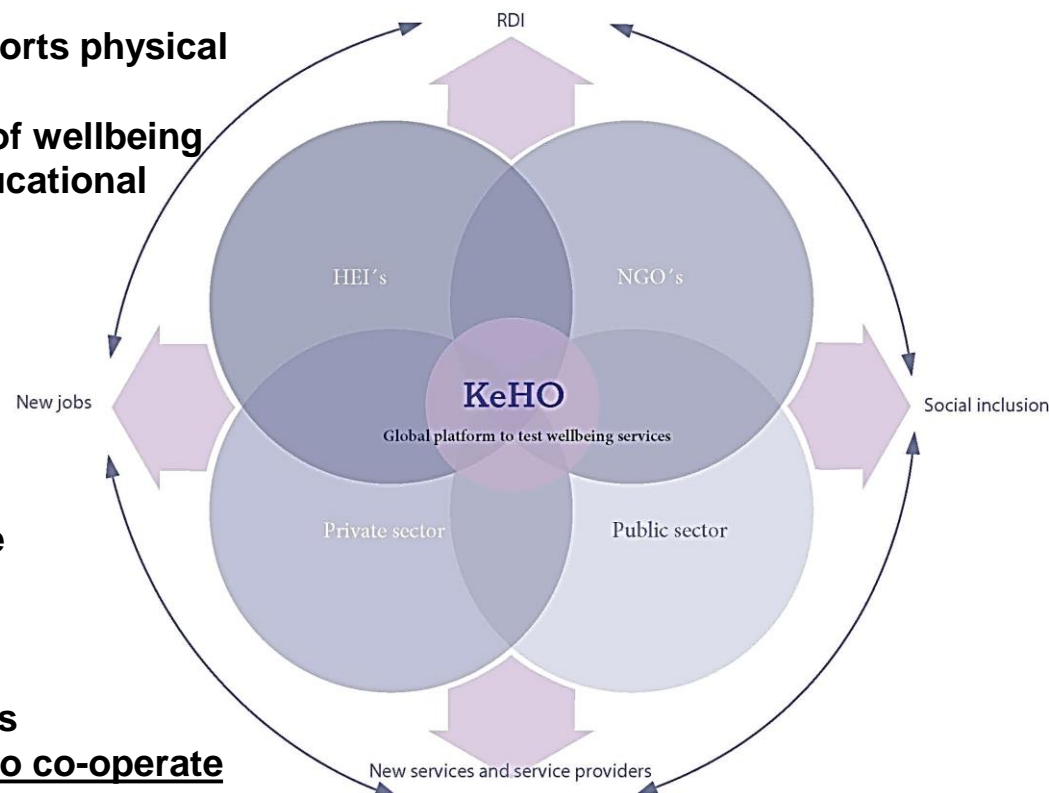
- Internationally acknowledged expertise in sports physical activity and health promoting
- We have a large variety of NGOs in the field of wellbeing
- Jyväskylä is an expertise center creating educational excellence, research and development.

What is KeHO?

- KeHO-network brings together organizations (16) and experts (128) on social welfare, healthcare and sports
- Our common goal is to improve and promote health and wellbeing

How KeHO-network works?

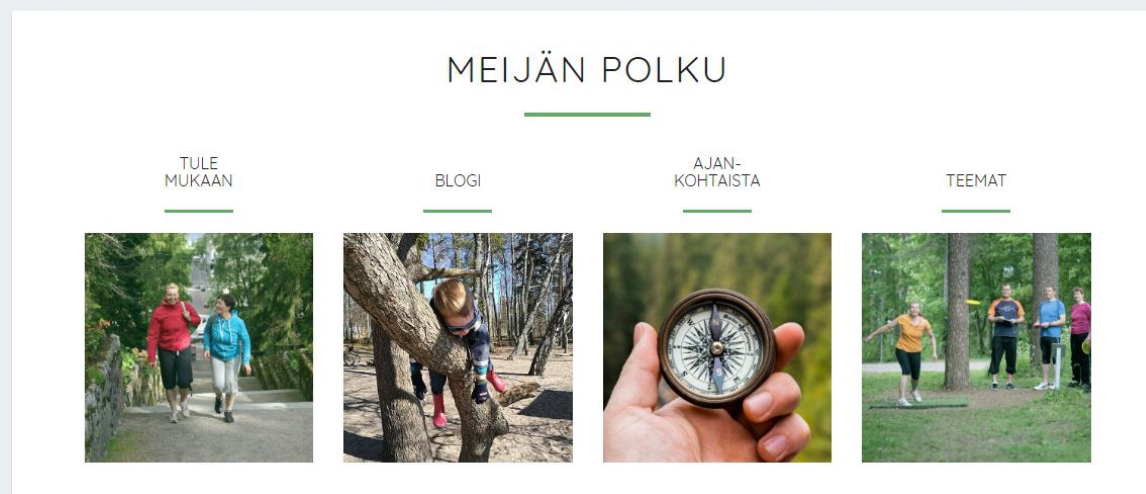
- Sharing information and strengthening bonds between experts and find the perfect match to co-operate



®Meijän polku - Our path

<https://www.meijanpolku.fi/> Move and relax in Central Finland 2017 – 2047

Key words: Bringing innovation to market, Natural heritage, Urban and Rural mobility (walking and cycling)



®Meijän polku - Our path

New Hospital Nova meets nature



- Each block have own characteristics (national parks)
- Nature elements in interior desing
- 368 single rooms with daylight and views
- Nature relaxing by photo collage (personal tv-screen)
- RDI-project to develop anti-bacterial surfaces (biobased functional surfaces)



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Thank you!