



Enhancing the Quality of life through  
eco efficient tourism  



## Seminar: Marketing, Investment & Eco-Efficient Tourism

*Dates: 21.-22.11.2013, Place: Joensuu / Ilomantsi, Seminar languages: Finnish and Russian*

The seminar on Eco-Efficient Tourism provides examples, how communities and companies can improve eco-efficiency and gain benefits from it in their every-day work in tourism. The examples cover cases from both Republic of Karelia and Finland.

### Programme\_Draft:

#### Wednesday 20.11.2013:

**Evening:** Ice breaker evening in Joensuu centre

#### Thursday 21.11.2013:

##### **FOCUS: MARKETING**

**Venue:** Malmikatu 2 C 27, Joensuu (Venue of NNKY)

**Morning:** Marketing of tourism services on both sides of the border: Real life case studies on webservices, social media and networks.

**12.00-13.00:** Lunch at Restaurant Surakan Baari, Rantakatu 11-13.

**Afternoon:** Real life case studies - examples of eco-efficient services

**Evening:** Travel to Ilomantsi, accommodation and social programme

#### Friday 22.11.2013: Open for project partners

##### **FOCUS: INVESTMENTS**

**Venue:** Mekrijärvi Research Station, Ilomantsi

**Morning:** Future financing / what is the future of project funding from 2014 onwards? Financing tools and future plans.

**12.00-13.00:** Lunch

**Afternoon:** Mutual pathways for 2014- . Brainstorming the future cross-border cooperation

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**NOTE: Registration will be open once the programme is finalized. You are warmly welcomed!**

This seminar is organized by Municipality of Ilomantsi, Finnish Environment Institute and Centre for Economic Development, Transport and the Environment for North Karelia under the umbrella of Eco Efficient Tourism project (ENPI KA358)

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For project information: <http://eet-northcentre.ru/en/about/>