

Round Table “Sustainability and Synergies of Creative Industries and Cultural Tourism ”

Graduate School of Management, St. Petersburg State University
(Volkhovskiy per. 3, St. Petersburg)

Thursday, 4 April 2019, 14.30 – 16.30

PROGRAM

Moderators:

Elena Bogdanova, Director, Open-air museum “Kizhi”

Ilze Gailite-Holmberg, Senior Adviser, Northern Dimension Partnership on Culture

14:30–14:35 **Opening remarks:**

14:35–16:10 **Presentations:**

Development of cultural and industrial tourism in the Vologda region

Natalia Poppel, Head of corporate, social responsibility and branding, Severstal, Russia

Towards sustainable and responsible tourism connecting cultural experiences with nature – Examples from Tavastia Region

Minna Takala, Häme Regional Council, Finland

The center for social innovation in the museum – the practice of cultural intervention

Lyudmila Komarovskaya, Head of the Center for Social Innovations in the Culture of Arkhangelsk, Head of the Program Coordination Department of the State Museum Association "Art Culture of the Russian North"

Creative Industries as an opportunity to Develop Cultural Tourism

Ieva Šiušaitė, Member of the Board of National Association of Creative and Cultural Industries, Director of public institution "Trakų Vokė Manor, Lithuania

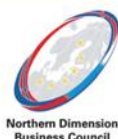
Development of small territories through socio-cultural projects

Marina Mikhailova, “Garant” Center Director

Organisers:



Association
of European
Businesses



Northern Dimension
Business Council



Graduate School
of Management
St. Petersburg University

How to facilitate synergies and development between tourism and cultural & creative industries businesses?

Raitis Sijāts, Vidzeme Tourism Association, Latvia

From multifaceted socio-cultural activities to the development of entrepreneurship and sustainable development of small territories

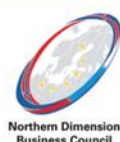
Gracheva Olga, Executive Director of the NGO for the development of individual creativity and creative industries "Creative projects "Kaikino" of the Leningrad region

16:10—16:30 Discussion, development and adoption of final recommendations

Organisers:



Association
of European
Businesses



Northern Dimension
Business Council



**Graduate School
of Management**
St. Petersburg University