

Aurora

# Notification of decision EU-support

The Managing Authority has on the 2024-06-14 made a formal decision to allocate 492 995 EUR from the European Regional Development Fund (ERDF) to the project. The support from ERDF is 64,81% of eligible costs.

<b>Project name</b>	ICCE
<b>Reference number</b>	20366505
<b>Priority</b>	Education, culture and sustainable tourism
<b>Specific objective</b>	Culture and sustainable tourism
<b>Type of project</b>	Regular project
<b>Sub-area</b>	Aurora
<b>Lead Partner EU</b>	Lapin ammattikorkeakoulu Oy
<b>Project partners EU</b>	UMEÅ UNIVERSITET Konstmuseet i Norr Gold of Lappland Ekonomisk förening Skogs- och samemuseet i Lycksele AB Rovaniemen kaupunki
<b>Project start date</b>	2024-11-01
<b>Project end date</b>	2026-12-31

## Justification for decision

The Steering Committee of sub-area Aurora has on 2024-06-12 selected the project to be financed by Interreg Aurora.

The project meets the requirements set by the programme regarding cross-border cooperation, specific objective, sustainable development, partnership, logical, value for money and relevance for target group.

## Project summary

The core objective of the project is to transform cultural centers in the Aurora area into vibrant hubs that facilitate interactions between communities and tourists, fostering mutual understanding and cultural awareness. By promoting collaboration between the tourism industry and the cultural sector, the project aims to boost year-round tourism for both domestic and international visitors by showcasing cultural attractions.

In pursuit of inclusivity, the project underscores the importance of making cultural centers more accessible and engaging for a diverse audience. By enhancing inclusivity, these centers can attract a wider range of visitors and contribute to societal well-being. Employing innovative strategies, the project seeks to identify barriers that deter non-visitors from engaging with cultural centres. Through a structured approach consisting of different work packages (WPs), the project will conduct a baseline study and benchmarking best practices (WP1), service safaris and collaborative design jams (WP2) resulting into pilot initiatives to test inclusive practices in cultural centers (WP3).

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Three symposiums will be organized to share insights gained from each work package and facilitate networking between key stakeholders in the tourism and cultural sectors. The project will also produce a series of podcasts that delve into topics such as non-visitation, inclusivity in cultural centers as well as experiences and observations generated by the project.

Recognizing the importance of destination development and the reduction of tourism seasonality, the project aims to boost cultural tourism throughout the year by offering engaging cultural experiences regardless of the season. By fostering meaningful relationships between tourists and locals, the project aims to mitigate negative tourism impacts and cultivate a more sustainable and harmonious tourism ecosystem in the Aurora area.

**Activities**

Workpackages / Activities	Start date – End date	Cost
<b>WP 1- Learning and inspiring</b>	2024-11-01 – 2026-10-30	264 643
<p>The aim of WP1 is to establish a knowledge base about the role of cultural centres in promoting sustainable cultural tourism through the involvement of locals and tourists. In addition key concepts of the project are defined, such as: inclusivity, social inclusion, cultural tourism, sustainable tourism, audience development, non-visitors, tourism impact and local communities. Examples from around the globe, industry reports, and tourism and governmental policy and strategy documents will be sources used for the baseline study and framework which WP2 will utilize. Further, benchmarking trips will be organized for the project team to visit each cultural centre, to review the others opportunities and challenges. Next to the baseline study, benchmarking will be done in order to capture best practices. This is done through benchmarking research and 1-2 benchmarking trips.</p> <p>In WP 1 a report summarizing the findings will be compiled. As result of WP1, 1 symposium and 2 podcasts episodes will be produced. The symposium will showcase the results of WP1, present the report and introduce the next stages of the project. The first symposium is planned to be held in Rovaniemi in June, but also will be accessible online (hybrid). The results of WP1 are especially relevant for the academia, cultural actors, and tourism industry.</p> <p>Lapland UAS coordinates this WP in close cooperation with Umeå University but all the partners give their contribution to this WP. The division of tasks and responsibilities are defined in more detail in each activity line. All the partners are responsible for communicating about the activities of WP1 on their own channels (website, social media) as well as in other publishing platforms such as blogs or publications. Partners will actively seek for opportunities to participate in relevant events (seminars, conferences etc.) where the project can be presented. Project management, such as partner meetings and steering group meetings are included in this WP.</p>		
<b>1.1 Baseline study and framework</b>	2024-11-01 – 2026-10-30	64 764
<p>The aim of activity 1.1 is to create a baseline study and framework for the project. Framework will provide a shared understanding of the crucial concepts of the project, such as inclusivity, social inclusion, cultural tourism, sustainable tourism, audience development, non-visitors, tourism impact and local communities.</p>		

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The results will The framework will utilize following sources and methods:

- Literature review on examples around the globe, industry reports, policies and strategies
- Visit to Korundi House of Culture, KIN Museum of Contemporary art and Skogs - och Samemuseet to compare and understand each other's challenges and opportunities. The first visit to Rovaniemi also serves as a project kick-off meeting
- Interviews for specialists
- Interviews for (non) visitors on image of cultural centres and reasons behind (non) visitation
- The results of the activity 1.1 will be compiled into the written report with results of activity 1.2

Lapland UAS and Umeå University share main responsibility in activity 1.1. while all other partners contribute by searching and proposing people to be interviewed, and good practices to benchmark. In addition, visits to Korundi House of Culture, the Kin Museum of Contemporary art and Skogs - och Samemuseet and Bildmuseet are activities planned for all the project partners to participate in order to gain a comprehensive understanding on the development needs.

<b>1.2 Benchmarking best practices</b>	2024-11-01 – 2026-10-30	71 601
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The aim of activity 1.2 is to find and collect the best practices on inclusivity in cultural centers. Benchmarking will happen both online via desktop research and on site by visiting the actual locations. Benchmarking-activities extend to the Aurora-region and beyond. The latter so that project partners bring new knowledge and expertise to the Aurora-region. The benchmarking destinations are both cultural houses and institutions from other fields. For example, science centers could be interesting destinations as they often offer advanced interactive and engaging content.

The activity 1.2 includes:

- Benchmarking trips to cultural and educational centers or other institutions to review practices and approaches on how they engage visitors. 1 or 2 trips will be organized depending on the destinations.
- Benchmarking research, by looking at websites of other cultural centers or looking at other cities and destinations promote culture as part of the city brand
- Benchmarking results will be compiled into the written report with results of activity 1.1

Lapland UAS is responsible for coordinating the benchmarking trips to mutually agreed upon destinations. All partners contribute to benchmarking activities and documentation.

<b>1.3 Symposium I</b>	2024-11-01 – 2026-10-30	61 278
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The aim of activity 1.3 is to organize a symposium, where the results of WP 1 are presented. Symposiums are a series of high-level events allowing for collegial and interdisciplinary encounters, while hearing about the outputs and results of the project. In addition, where possible, the programme will include contributions from external experts in the field.

- Planning, preparing, and promoting the symposium

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- A (hybrid) symposium, where the results of WP 1 are presented, including launching the report on the outcomes of the benchmarking trip and literature research. The symposium I is planned to be held in Rovaniemi in June. The main target group of the symposium is project partners and their networks, associated partners, art and cultural organizations, DMOs and other tourism or culture professionals or stakeholders.

Lapland UAS and Umeå University share the lead responsibility of arranging the first symposium, in terms of the content as the focus is on sharing results of the baseline study. All the partners are involved in the planning and participation of the event. Rovaniemi city also supports Lapland UAS in practical arrangements, as they can easily cooperate locally.

<b>1.4 Podcasts, season 1</b>	2024-11-01 – 2026-10-30	31 015
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Throughout the project, podcasts will be released. These short podcasts create easily accessible material on the project. The two podcasts within this WP are on what inclusivity at cultural centres entails by looking at current practices, interviews with experts and key people at the cultural centres.

Activities include:

- Producing the podcasts: finding interviewees with experts (such as Heidi Schaaf) and key people at the cultural centres, preparing questions, writing the script, conducting the interviews and editing the episodes.
- Publishing the podcasts.

Lapland UAS will cooperate with Rovaniemi city in producing the podcasts. Having necessary knowledge and facilities, Lapland UAS will take lead on the technical implementation of the podcasts whereas Rovaniemi city will have the main focus in the manuscript of the contents. All the partners will contribute to the script sharing their ideas and feedback.

<b>1.5 Networking and cooperation</b>	2024-11-01 – 2026-10-30	65 985
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The activity 1.5 will consist of communication and cooperation with stakeholders. Activities are for example networking events that will be organized at the cultural houses in order for local stakeholders to engage with the project. These stakeholders can also for example help in the identification of non-visitors as they have more connections to the targeted tourist. These will be at least 4 networking activities per region, with prior announced dates, reuniting the cultural sector with the tourism sector. The aim of the networking activity is to bring the actors together and deepen the cross-sectoral cooperation among different stakeholders.

Tasks of activity 1.5 include:

- Networking with local stakeholders to engage them in the project activities.
- Finding common ground to promote the roles of art and culture in tourism.
- Fostering a connection between the tourism field, cultural houses and third sector associations.
- Organizing recurring networking events at the cultural houses

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City of Rovaniemi (in close cooperation with Lapland UAS), Gold of Lapland (in close cooperation with Umeå University and Skogs- och samemuseet), and Kin Museum of Contemporary Art have the main responsibility for this. However, all partners contribute to this, by participating, providing for example contacts or feedback.

<b>WP 2- Collaborative design and art-based research</b>	2024-12-31 – 2026-04-29	247 385
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In WP2 partnering cultural institutions transform into development laboratories where new inclusive practices are developed and tested. The aim of the WP2 is to identify non-visitors of cultural centers and identify the reasons and barriers for not visiting. These non-visitors can be both local people and tourists. WP2 utilizes both the results of the WP1 and collaborative methods (service design, art-based methods) in order to map the current challenges and find new solutions. Various groups of stakeholders, including young people, businesses, community groups and regional representatives will be involved in the development process. Service safaris and Cultural design jams will be arranged in each region.

Kin Museum of Contemporary Art art applies a different approach to tackle the challenge. In Kin there will be an artist-led, art-based collaborative research and development work resulting in a piece of art, which is considered to be one of the pilots. An art-mediator (person works also as the project manager in Kin) is involved in the process, working to enhance cooperation between the artist and the diverse groups involved. The different approaches enable exchange of experiences and mutual learning and also brings added value to cross-border cooperation.

Some of the models for collaborative development practices developed in this WP will be turned into action plans to be taken into WP3 and piloted. Communication and management tasks are included in each WP.

<b>2.1 Cultural design jams</b>	2024-12-31 – 2026-04-29	85 134
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Cultural design jams aim to achieve the main objective of the project: to make cultural centers a space for community and tourists to interact, increase mutual understanding and cultural awareness.

- Service safaris in cultural houses with non-visitors that will be recruited through partners networks. Potentially, eye-tracking glasses will be used in order to capture what non-visitors pay attention to, these eye glasses can be provided by Lapland UAS. The data collected with e.g. eye-tracking will be analyzed.
- Collaborative design jams. During these design jams a workshop is facilitated between groups (e.g. visitors, non-visitors, tourists etc.). The aim of the design jam is to generate different kinds of ideas for potential solutions to increase the inclusiveness and the sense of ownership of the visitors of the culture centers. The results will be analyzed representing focus points and concrete ideas for pilots.
- Kin will facilitate an art project which will demonstrate how to take art itself as a starting point for working inclusively with art. The aim is to maintain the integrity of art while allowing a variety of people to have a multiplicity of access points with a work of contemporary art. Art-based methods will be utilized in order to increase the inclusivity. This includes people who are not previously familiar with contemporary art. From the inception and throughout the process, various groups and individuals who live and work locally will be involved, incl. preparatory site visits, fabricating and installing the art work on location, activating and documenting it and, finally, discussing and in other ways mediating it when it is completed.

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The activity will be coordinated by Lapland UAS. Also the students of Lapland UAS and potentially of Umeå University will be involved. Kin will lead the artistic project in their museum. All the partners contribute to the planning of design jams, recruiting the participants and also take part in the event.

<b>2.2 Translating design jams to pilots.</b>	2024-12-31 – 2026-04-29	73 837
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Activity 2.2 aims to turn the results of design jams into the concepts which can be piloted in WP3. The identity of cultural centers will be identified in order to recognize which ideas and concepts are suitable for piloting.

- Identity workshop in online-format in which the core story of the cultural centers is identified as a precondition for development (pilots). An identity workshop consist of an open session (e.g. lecture) on identity and image for wider audience to participate. The open session is followed by an internal session fro the project partners where the key people of the cultural centers (from project partner organizations) discuss the identity of the cultural centers.
- a concluding report of the collaborative design jam as an action plan for the pilots.

Identity workshop will be a purchased service and it will be organized by the Rovaniemi city. Lapland UAS and Umeå University are responsible for preparing the action plan for the pilots based on the results of cultural design jams.

<b>2.3 Symposium II</b>	2024-12-31 – 2026-04-29	61 895
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The aim of activity 2.3 is to organize a symposium, where the results of WP 2 are presented. Symposiums are a series of high-level events allowing for collegial and interdisciplinary encounters, while hearing about the outputs and results of the project. In addition, where possible, the programme will include contributions from external experts in the field.

- Planning, preparing, and promoting the symposium
- A (hybrid) symposium, where the results of WP2 are presented. In the symposium some of the concepts that will be later on piloted in WP3 will be presented. Also the results from the first pilot(s) will be revealed in a symposium. The symposium II is planned to be held in Kiruna in April 2026. Symposium II serves as an event where the artistic output (from the artistic process led by Kin) of WP2 is unveiled. The main target group of the symposium are project partners and their networks, associated partners, art and cultural organizations, DMOs and other tourism or culture professionals or stakeholders. In addition to these, all the participants of collaborative design process are invited to participate.

Kin Museum of Contemporary Art holds the lead responsibility of arranging the second symposium in Kiruna. All the partners are involved in the planning and participation of the event. Rovaniemi city, that at this stage has already started the piloting activities share the experiences and results of the first pilots.

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<b>2.4- 2.4 Podcasts, season 2</b>	2024-12-31 – 2026-04-29	26 519
<p>In the WP2 two podcasts will be released focusing on experiences of the design jam. This can be with either the artists, cultural centres or the participants involved in the activities.</p> <ul style="list-style-type: none"> <li>- Producing the podcasts: finding interviewees with experts, participants and key people at the cultural centres, preparing questions, writing the script, conducting the interviews and editing the episodes.</li> <li>- Publishing the podcasts.</li> </ul> <p>Lapland UAS will cooperate with Rovaniemi city in producing the podcasts. Lapland UAS will take lead on the technical implementation of the podcasts whereas Rovaniemi city will have the main focus in the manuscript of the contents. All the partners will contribute to the script sharing their ideas and feedback.</p>		
<b>WP 3- Piloting</b>	2025-11-30 – 2026-12-30	216 429
<p>In the WP3 the concepts and models developed in WP 2 will be tested in the cultural centers. New concepts for cultural activities for both locals and tourists are tested and evaluated. WP3 includes 12 pilots in total, 3 in Kin, 5 in Korundi, 2 in Bildmuseet and 2 in Skog- och Samemuseet. Pilots will be tested both on the tourist high season and low season. Further WP3 includes feedback, evaluation and further development plans. Additionally, there will be a closing symposium where the results of WP3 are presented in an engaging manner, accessible for both visitors and non-visitors as well as for art, culture and tourism professionals and researchers. Symposium is potentially held in Umeå or elsewhere in Västerbotten. Throughout WP3, three podcast episodes will be produced, two focusing on the experiences of the pilots with for example non-visitors or cultural center employees. Lastly, 1 closing podcast where an expert or key person reflects and wraps up the project. Communication and management tasks are included in each WP.</p>		
<b>3.1 Pilots</b>	2025-11-30 – 2026-12-30	87 541
<p>In activity 3.1 the pilots based on the concepts and models in WP are planned and implemented. The pilots could be e.g. new or existing events that implement what the non-visitors need. The exact content of the pilots can only be determined later on depending on the outcomes of WP2.</p> <p>3 pilots will be run in Kin and 5 in Korundi, 2 in Bildmuseet and 2 in Skogs och Samemuseet. The size and the content of the pilots can vary. There will be less pilots implemented in Kin since one of them is very labor intensive in nature (artist-led development). In addition to one bigger piloting effort, Kin will also test two lighter, more agile, pilots. In Korundi there is a need and interest to gain experiences from many different types of rapid pilots. In addition, the culture house Korundi is home base for two arts organizations and pilots need to produce experiences and knowledge for them both. Thus, there will be at least five new practices piloted in Rovaniemi.</p> <p>Although the groups involved in collaborative design jams have been wide and versatile, the target groups for the pilots will be more defined. The aim is to have pilots in which fine art students participate by creating (potentially digital) visual outputs to stimulate local ownership and involvement.</p>		

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Creating pilots:

- Preparing pilots
- Implementing the pilots
- Collecting feedback straight after the pilot with surveys or other low threshold feedback methods.

Rovaniemi city is responsible for arranging the pilots in Korundi House of Culture and Kin is in charge of arranging their own pilots as well as Bildmuseet and Skogs- och Samemuseet of arranging their own. Lapland UAS and Umeå University support the arrangements and participate in the pilot activities. Also the students of Lapland UAS and Umeå University will be involved in this activity.

<b>3.2 Feedback, evaluation and further development plans</b>	2025-11-30 – 2026-12-30	54 617
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The aim of activity 3.2 is to ensure the transferability of the results and good practices of the project. Collecting key lessons, experiences and observations is important not only for the partners themselves, but also for others who may wish to learn and apply the information gathered in the project.

- Creating a guide on small and larger structural changes for being more inclusive in cultural centers.
- Evaluating the pilots similarities and differences across the border.
- Creating a testimonial/declaration template for organizations to communicate about their actions toward the inclusivity

All the partners implementing pilots are responsible for collecting feedback of their pilots. Project partners will have a joint evaluation session on the pilots and the feedback. Partners jointly compile the feedback and evaluation into an action plan for future development.

<b>3.3 Symposium III</b>	2025-11-30 – 2026-12-30	49 689
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The aim of activity 3.3 is to plan and implement symposium III, where the results of WP3 as well as the overall result of the project are represented. The Symposium III will also be the final event for the project. Symposiums are a series of high-level events allowing for collegial and interdisciplinary encounters, while hearing about the outputs and results of the project. In addition, where possible, the programme will include contributions from external experts in the field.

- Planning, preparing, and promoting the symposium
- Holding a (hybrid) symposium, where the results of WP3 are presented in an engaging manner, accessible for both visitors and non-visitors as well as for art, culture and tourism professionals and researchers. Thus the outcomes of the pilots and recommendations on inclusive practices. The symposium III is planned to be held in Umeå, in December 2026.

Umeå university, Gold of Lapland and Skogs- och Samemuseet are responsible for arranging the 3rd symposium. All the partners contribute to planning and also participate in the event.



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<b>3.4 Podcasts, season 3</b>	2025-11-30 – 2026-12-30	24 582
<p>In the WP3 three podcasts will be released of which two will be focused on the experiences of the pilots, e.g. with non-visitors or other stakeholders and one final podcast to wrap up the project with experts.</p> <ul style="list-style-type: none"> <li>- Producing the podcasts: finding interviewees with experts and key people at the cultural centres, preparing questions, writing the script, conducting the interviews and editing the episodes.</li> <li>- Publishing the podcasts</li> </ul> <p>Lapland UAS will cooperate with Rovaniemi city in producing the podcasts. Lapland UAS will take lead on the technical implementation of the podcasts whereas Rovaniemi city will have the main focus in the manuscript of the contents. All the partners will contribute to the script sharing their ideas and feedback.</p>		

**Contributions to the output indicators**

<b>Output indicators</b>	<b>Target value</b>
Pilot actions developed jointly and implemented in projects	1
Organisations cooperating across borders	8

**Contributions to the result indicators**

<b>Result indicators</b>	<b>Target value</b>
Joint strategies and action plans taken up by organisations	1
Organisations cooperating across borders after project completion	4



## Aurora

## Budget EU

Cost categories	Lapin ammatti- korkeakoulu Oy	Gold of Lapland Ekonomisk förening	Konstmuseet i Norr	Rovaniemen kaupunki	Skogs- och samemuseet i Lycksele AB	UMEÅ UNIVERSITET	Total
Staff cost	116 970	21 215	100 350	140 140	50 250	114 448	<b>543 373</b>
Other costs 40%	46 788	8 486	40 140	56 056	20 100	45 779	<b>217 349</b>
<b>Total costs</b>	<b>163 758</b>	<b>29 701</b>	<b>140 490</b>	<b>196 196</b>	<b>70 350</b>	<b>160 227</b>	<b>760 722</b>

Financier	Lapin ammatti- korkeakoulu Oy	Gold of Lapland Ekonomisk förening	Konstmuseet i Norr	Rovaniemen kaupunki	Skogs- och samemuseet i Lycksele AB	UMEÅ UNIVERSITET	Total
Lapplands förbund	40 121	0	0	48 068	0	0	<b>88 189</b>
Lapin ammattikorkeakoulu	17 195	0	0	0	0	0	<b>17 195</b>
Region Västerbotten	0	5 198	0	0	12 311	28 040	<b>45 549</b>
Rovaniemen kaupunki	0	0	0	20 601	0	0	<b>20 601</b>
Konstmuseet i Norr	0	0	50 644	0	0	0	<b>50 644</b>
Umeå universitet	0	0	0	0	0	28 040	<b>28 040</b>
Skogsmuseet i Lycksele AB	0	0	0	0	12 311	0	<b>12 311</b>
Gold of Lapland	0	5 198	0	0	0	0	<b>5 198</b>
<b>EU-support</b>	<b>106 442</b>	<b>19 305</b>	<b>89 846</b>	<b>127 527</b>	<b>45 728</b>	<b>104 147</b>	<b>492 995</b>
<b>Total financing</b>	<b>163 758</b>	<b>29 701</b>	<b>140 490</b>	<b>196 196</b>	<b>70 350</b>	<b>160 227</b>	<b>760 722</b>

## Aurora

### Appeal

This decision can not be appealed.

### Decision-making officer

Tina Nilsson has made the decision after a presentation by Veronica Estling.

### Reporting and payment applications

The payment application regarding the EU-funding is submitted in Min Ansökan by the Lead Partner EU with a joint progress/final report for the whole project. For instructions on how to report, please see [www.interregaurora.eu](http://www.interregaurora.eu)

Period	Start date	End date	Date for submission
1	2024-11-01	2025-02-28	2025-04-30
2	2025-03-01	2025-06-30	2025-08-31
3	2025-07-01	2025-10-31	2025-12-31
4	2025-11-01	2026-02-28	2026-04-30
5	2026-03-01	2026-06-30	2026-08-31
6	2026-07-01	2026-10-31	2026-12-31
7	2026-11-01	2026-12-31	2027-02-28

### Questions

For questions regarding this decision, please contact Anna-Mari Auniola.

**Lead partner EU is responsible for distributing this notification to all project partners.**

## ANNEX:

### General conditions – support from Interreg Aurora (EU - ERDF)

**All partners shall** make sure the project is implemented in accordance with the regulations of the European Union, the national laws, any other provisions and documents applicable to the EU support, as well as the programme manual for Interreg Aurora and in particular:

- keep separate accounts for the project (not applicable to flat-rates)
- pay the expenditures of the project within deadlines for reporting
- follow the regulations regarding public procurement
- keep all project documents and accounts available for a period of seven years following the end of the calendar year when the project was formally closed by the Managing Authority, or longer if it is stipulated in other rules applicable to the project partner
- repay to the Lead Partner any amounts unduly paid
- highlight the support from EU, and upon request, make communication and visibility material available for use by Union institutions, bodies, offices or agencies.

**The Lead partner shall, in particular:**

- conclude a partnership agreement with all partners of the project,
- ensure implementation of the project within the project period,
- ensure that the expenditure presented by all partners has been paid in implementing the project and corresponds to the activities in the decision of EU-support to the project,
- deliver progress- and final reports regarding the implementation of the project
- make payment applications regarding the EU-support for the project
- ensure that the other partners receive their part of the EU-support
- as soon as known, inform about any changes regarding the implementation of the project
- repay to the Managing Authority any amounts unduly paid.