

# UMEÅ UNIVERSITET hakan.appelblad@umu.se

# Beslut om stöd

Stödmottagare: UMEÅ UNIVERSITET Org. nr: 202100-2874

**Projektnamn:** Developing inclusive and sustainable cultural tourism,

medfinansiering för parter i Västerbotten

Ärendeid: 20367179

Diarienummer: REGAC - 131 - 2024

## Beslut om stöd

Region Västerbotten beviljar UMEÅ UNIVERSITET stöd för att genomföra projektet Developing inclusive and sustainable cultural tourism, medfinansiering för parter i Västerbotten enligt ansökan inkommen 2024-03-19. Stödet uppgår till 17,50 % av faktiska kostnader och 17,50 % av total finansiering, dock med högst 514 674.

Beslutet har fattats med stöd av förordning (2003:596) om bidrag för projekt-verksamhet inom den regionala tillväxtpolitiken.

För stödet gäller allmänna villkor enligt Bilaga 1.

Beslutet kan inte överklagas.

### Motivering till beslut

Region Västerbotten beviljar stöd av följande skäl:

Projektet svarar mot den Regionala utvecklingsstrategin för Västerbotten 2020-2030 (RUS) genom insatser i prioritering 4: Västerbotten – en region med hållbara livsmiljöer att bo, verka och leva i, delprioritering 4.3 Utveckla kultur och kulturarv. Projektet uppfyller kraven fastställda i Region Västerbottens Agenda för hållbar finansiering och bidrar i hög grad till den prioritetshöjande aspekten *Sammanhållen region* och delvis till den prioritetshöjande aspekten *Hållbar regional tillväxt*.

## Projektperiod

2024-10-31 - 2026-12-31

#### Projektbeskrivning

Syfte: Inom turismen kan man urskilja ett ökat intresse för Europas nordliga områden. Naturen, norrsken, jultomten hör till huvudattraktionerna, inte minst under vintersäsongen. Men när det kommer till konst och kulturella attraktioner är turistbesök av betydligt mindre omfattning. Dessutom besöks platser med kulturutbud sällan av lokalt boende. Ett exempel är skogs- och samemuseet i Lycksele. Lycksele i Västerbotten är ett starkt turistmål under sommarsäsongen och på senare tid har det gjorts ansträngningar för att stärka

Datum



vinterprofilen. Skogs- och samemuseet har en stor potential och med många historiska och kulturella berättelser från bygen. Men museet kämpar också med hur man ska förmå både lokalbefolkningen och turister att besöka platsen. En målsättning är att få lokalbefolkningen att känna att museet är deras att besöka och berätta för andra om. Den målbild som finns hos museet i Lycksele ligger väl i linje med projektets syfte, att stimulera och utveckla kulturella centra att bli mer inkluderande och nå ut och engagera en bredare publik. Konst- och kulturaktörerna samt turismutvecklare i Auroraområdet står inför liknande utmaningar. Det finns ett behov av att främja konst och kultur som en attraktion för turister. Detta är också ett sätt att minska säsongsvariationer genom året-runt turism, som även är gynnande för lokalbefolkningen. Behoven av en ökad inkludering har identifieras av både kultursektorn och turistnäringen. Dessa frågor återspeglas också i regionala turiststrategier, såsom i Finland, Lappland läns (2020-2023) och strategin för hållbar besöksnäring i Västerbotten 2022-2026.

Se vidare i bifogad ansökan till Interreg Aurora, Call 4, Inclusive Centres of Culture -Collaborative and Inclusive Cultural Tourism Through Nordic Cooperation (ICCE)

## Vad projektets aktiviteter ska leda till för målgruppen på kort sikt:

Projektet planerade aktiviteter får omedelbara effekter genom att öka medvetenheten och kompetensen hos deltagande parter och intressenter. Detta sker genom ett strukturerat tillvägagångssätt bestående av tre olika arbetspaket (WP): Under WP1 -Learning and inspiring genomförs en grundstudie som etablerar en kunskapsbas om kulturcentras roll för att främja hållbar kulturturism genom inkludering av lokalbefolkningen och turister. WP2 - Collaborative design and art-based research - är den mer laborativa delen av projektet där arbetet bedrivs hos de kulturcentra som är inkluderade i projektet. I Västerbotten rör det sig primärt om Skogs- och samemuseet i Lycksele och Bildmuseet i Umeå. I den avslutande WP3 - Piloting testas de modeller som processats fram under föregående WP.

På olika sätt kommer vunna erfarenheter att delas vidare till andra kultur- och turismaktörer. Symposier kommer att anordnas för att dela insikter från varje WP och underlätta nätverkande mellan viktiga intressenter inom turism- och kultursektorerna. Projektet kommer också att producera en serie podcaster som fördjupar sig i ämnen som icke-besök, inkludering i kulturcentra samt upplevelser och observationer som genereras av projektet.

Se vidare i bifogad ansökan till Interreg Aurora, Inclusive Centres of Culture - Collaborative and Inclusive Cultural Tourism Through Nordic Cooperation (ICCE)

#### Vilka effekter ska projektet uppnå på lång sikt:

Huvudmålet med projektet är att omvandla kulturcentra i Aurora-området till levande nav som underlättar interaktioner mellan samhällen och turister, som i sin tur främjar ömsesidig förståelse och kulturell medvetenhet. Genom att främja samarbete mellan turistnäringen och kultursektorn syftar projektet till att stärka året runt turism för både inhemska och internationella besökare genom att visa upp kulturella attraktioner.

Se vidare i bifogad ansökan till Interreg Aurora, Inclusive Centres of Culture - Collaborative and Inclusive Cultural Tourism Through Nordic Cooperation (ICCE)

Indikatorer:



Namn	Värde	Måttenhet	Kommentar
Antal framtagna kunskapsunderlag,	9	Stycken	1 rapport, 1 plan och 7 podcasts
strategier och program.			

# Tid- och aktivitetsplan

Aktivitet	Beskrivning	Startdatum -	Kostnad
M/D4	The size of WD4 is to establish a local of	Slutdatum	
WP1 - Learning and	The aim of WP1 is to establish a knowledge	2024-10-31 -	
nspiring	base about the role of cultural centres in	2026-10-31	
	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.		
	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.		
	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		



Beskrivning	Startdatum - Slutdatum	Kostnad
and steering group meetings are included in this WP		
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	2024-10-31 - 2026-10-31	263 921
the project, such as inclusivity, social inclusion, cultural tourism, sustainable tourism, audience development, nonvisitors, tourism impact and local communities.		
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		
opportunities. The first visit to Rovaniemi also serves as a project kick-off meeting - Interviews for specialists		
cultural centres and reasons behind (non) visitation - The results of the activity 1.1 will be		
results of activity 1.2 Lapland UAS and Umeå University share		
other partners contribute by searching and proposing people to be interviewed, and good practices to benchmark. In addition,		
Museum of Contemporary art and Skogsoch samemuseet and Bildmuseet are		
partners to participate in order to gain a comprehensive understanding on the development needs.		
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	2024-10-31 - 2026-10-31	256 294
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:		
	and steering group meetings are included in this WP  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, nonvisitors, tourism impact and local communities.  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 Skogsoch samemuseet and Bildmuseet are activities planned for all the project partners to participate in order to gain a comprehensive understanding on the development needs.  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	and steering group meetings are included in this WP  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, nonvisitors, tourism impact and local communities.  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 (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 Skogsoch samemuseet and Bildmuseet are activities planned for all the project partners to participate in order to gain a comprehensive understanding on the development needs.  The aim of activity 1.2 is to find and collect the best practices to 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 as they often offer advanced interactive and engaging



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	- 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.		
1.3 Symposium I	The aim of activity 1.3 is to organize a	2024-10-31 -	215 797
, ,	symposium, where the results of WP 1 are	2026-10-31	
	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 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.		
1.4 Podcasts, season 1	Throughout the project, podcasts will be	2024-10-31 -	116 960
	released. These short podcasts create	2026-10-31	
	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:		



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	- 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		
1.5 Networking and cooperation	sharing their ideas and feedback.  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  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	2024-10-31 - 2026-10-31	389 887
WP2 - Collaborative design and art-based research	contacts or feedback.  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	2024-12-31 - 2026-04-30	



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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.		
2.1 Cultural design jams	Cultural design jams aim to achieve the	2024-12-31 -	237 898
	main objective of the project: to make	2026-04-30	
	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		
	Tim rating are project willen will	1	1



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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.		
	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.		
2.2 Translating design jams to pilots.	Activity 2.2 aims to turn the results of design jams into the concepts which can	2024-12-31 - 2026-04-30	237 898
	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.		
2.3 Symposium II	The aim of activity 2.3 is to organize a symposium, where the results of WP 2 are	2024-12-31 - 2026-04-30	256 994
	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		



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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.		
2.4 Podcasts, season 2	In the WP2 two podcasts will be released	2024-12-31 -	132 203
2.11 0000313, 3003011 2	focusing on experiences of the design jam.	2026-04-30	132 203
	This can be with either the artists, cultural		
	centres or the participants involved in the		
	activities.		
	- 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.		
	- Publishing the podcasts.		
	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.		
WP3 - Piloting	In the WP3 the concepts and models	2025-11-30 -	
	developed in WP 2 will be tested in the	2026-12-31	
	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		



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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.		
3.1 Pilots	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.  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.  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.  Creating pilots:  - Preparing pilots  - Implementing the pilots  - Collecting feedback straight after the pilot with surveys or other low threshold feedback methods.	2025-11-30 - 2026-12-31	229 989



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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 Skog- 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.		
3.2 Feedback, evaluation and further development plans	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.	2025-11-30 - 2026-12-31	229 989
3.3 Symposium III	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.	2025-11-30 - 2026-12-31	240 994



Aktivitet	Beskrivning	Startdatum - Slutdatum	Kostnad
	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.		
3.4 Podcasts, season 3	In the WP3 three podcasts will be released of which two will be focused on the experiences of the pilots, e.g. with nonvisitors or other stakeholders and one final podcast to wrap up the project with experts.  - 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.  - Publishing the podcasts 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.	2025-11-30 - 2026-12-31	132 169



# **Budget (Kostnads- och finansieringsplan)**

## Kostnad

Kostnadsslag	2024	2025	2026			Totalt
Personal	210 071	1 155 392	735 248			2 100 711
Schablonkostnader	84 028	462 157	294 100			840 285
Summa kostnader	294 099	1 617 549	1 029 348			2 940 996
Projektintäkter						
Summa faktiska						
kostnader	294 099	1 617 549	1 029 348			2 940 996
Bidrag i annat än pe	ngar					
Summa bidrag i						
annat än pengar						0
Summa totala						
kostnader	294 099	1 617 549	1 029 348			2 940 996

Datum

2024-05-27

**Finansiering** 

rmansiering					
Finansiär	2024	2025	2026		Totalt
Offentligt bidrag i anna	at än pengar				
Total offentligt					
bidrag annat än					
pengar					0
Offentlig kontantfinans	siering				 
Länsstyrelsen i					
Norrbottens län	191 164	1 051 407	669 076		1 911 647
Umeå universitet	31 683	174 258	110 892		316 833
Total offentlig					
kontantfinansiering	222 847	1 225 665	779 968		2 228 480
Total offentlig					
finansiering	222 847	1 225 665	779 968		2 228 480
Privata bidrag i annat à	in pengar				
Total privat bidrag					
annat än pengar					0
Privat kontantfinansie	ring				 
Skogs-och					
samemuseet	13 911	76 511	48 689		139 111
Gold of Lapland					
Ekonomisk förening,					
Norsjö	5 873	32 302	20 556		58 731
Total privat					
kontantfinansiering	19 784	108 813	69 245		197 842
Total privat					
finansiering	19 784	108 813	69 245		197 842

Stöd



Finansiering	2024	2025	2026				Totalt
19.1.1 Regionala	51 468	283 071	180 135				514 674
utvecklingsåtgärder							
Regionalt projekt							

# Sammanställning (Stödprocent)

Stödandel av faktiska kostnader: 17,50 %

Stödandel av stödgrundande finansiering: 17,50 %

Stödandel av total finansiering: 17,50 %

Andel annan offentlig finansiering: 75,77 %

Andel privat finansiering: 6,73 %

# Rapportering och begäran om utbetalning

Stödet utbetalas i efterhand efter redovisning av faktiska utgifter

Rapportering sker i enlighet med redovisningsperioder angivna i beslutet från Interreg Auroraprogrammet. Projektägaren ansvarar för att vidareförmedla giltigt beslut från huvudfinansiär till Region Västerbotten.

Sista datum för slutrapport 2027-02-28

Allmänna villkor för stöd

Se bilaga

Särskilda villkor



# **Beslutets giltighet**

Denna handling är beslutad och godkänd i Region Västerbottens ärendehanteringssystem och saknar därför namnunderskrift.

Beslut om bifall har fattats av verksamhetschef Nils Enwald efter föredragning av Therese Burström.

Beslutet skickas enbart via e-post till: <a href="mailto:hakan.appelblad@umu.se">hakan.appelblad@umu.se</a>

Vid frågor kontakta:

Strateg: Therese Burström Telefon: 073-03 81 165

E-post: <a href="mailto:therese.burstrom@regionvasterbotten.se">therese.burstrom@regionvasterbotten.se</a>