

Action Plan

Regional structure of wellbeing

Actions for defining the structural elements of wellbeing
and for enhancing the sustainable use of natural and cultural heritage for
tourism and recreation in Central Finland



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Front page picture: Janne Laitinen, JAMK University of Applied Sciences

Part I – General information

Project:	Thematic Trail Trigger (ThreeT)
Partner organisation:	Regional Council of Central Finland (RCCF)
Other partner organisations involved (if relevant):	None
Country:	FINLAND
NUTS2 region:	Länsi-Suomi (West Finland)
NUTS3 region:	Keski-Suomi (Central Finland)
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This Action Plan has been approved by the Executive Board of Regional Council of Central Finland 22th March 2021.

Part II – Policy context

The Action Plan aims to impact:	<input type="checkbox"/>	Investment for Growth and Jobs programme
	<input type="checkbox"/>	European Territorial Cooperation programme
	<input checked="" type="checkbox"/>	Other regional development policy instrument
Name of the policy instrument addressed: Central Finland Regional Strategy 2040		

1. Regional policy instruments

Regional Council of Central Finland (RCCF) is a joint municipal authority and has a statutory responsibility for the overall regional development and land use planning and has the main responsibility of leading and implementing the regional policy instruments in the region. In our work, regional development goes hand in hand with regional land use planning. Our goal is to create wellbeing of the citizens, business and environment in Central Finland.

Regional planning includes the regional scheme (Regional Strategy), the regional land use plan which steers other land use planning, and the regional development programme. The regional scheme indicates the regional development goals. The regional land use plan sets out the principles of land use and community structure and designates areas as necessary for regional development. The Regional Council must see to it that a regional land use plan is drawn up as needed and that it is kept up-to-date and developed. Local and national government authorities must take account of the Council's regional plans and programmes in their own operations and other actions. (*Act on Regional Development (7/2014), Finnish land use and building Act (132/1999)*).

The Regional Strategy of Central Finland 2040 is the overarching development strategy for the region. This policy instrument is directing the use of public funding (ESF, ERDF) in the region. It defines the most important development efforts in the region, identifies long-term development objectives and indicate economic sectors in which development is prioritised. The Regional Strategy 2040 indicates tourism, bio economy, digital economy, knowledge economy and wellbeing economy initiatives as the priority areas for development. It also covers regional land use planning.

Central Finland Strategy is implemented by **Regional Programme** in four-year periods, accompanied by Financial implementation plan. **The Smart Specialisation Strategy** for Central Finland is derived from the Regional Programme.

Central Finland Regional Land Use Plan shows, among other regional land use factors with at least regional importance, regionally and nationally important cultural and natural heritage, tourism and recreation attraction areas and trails and their potential. Regional land use plan aims at year 2040. Objectives of Regional transport system plan are connected with regional land use plan.



Picture above: Statutory Policy instruments of regional development and planning in Central Finland.

Along with the statutory policy instruments there are subject -related regional strategies. Related to the aim of Three T project, **Regional Tourism Strategy 2021-25** is the most influential policy instrument with strong connections to Three T objectives. The strategy was updated during year 2020. Main responsible organizations are Visit Jyväskylä Region and Regional Council of Central Finland.

As an outcome of the international Covid19 -pandemic, a **Regional Recovery operational programme called *Renewally growing Central Finland*** was created during year 2020. It is a short-term survival plan for rapid restoring of the vitality of the region, suffering also from sudden structural alteration.

2. Policy change objectives

Three T project's intention is to improve the implementation of regional and local policies in order to make "thematic trails" sustainable eco-tourist means for enhancing protected, accessible and visible territorial natural and cultural assets. Focused attention within the objective is paid to facilitating inter-modality, human-powered (green, soft) mobility and asset visibility.

As the policy-holding body, Regional Council of Central Finland (RCCF) ensures the policy change effect of the action plan by supporting and financing new projects implementing the actions or implementing actions directly by changing the policy instruments. Improving process of the policy instruments is implemented together with regional stakeholders RCCF and may replicate learnt experiences directly or allocate funds to the stakeholders for Action Plan implementation. Also another regional organization or a municipality, as beneficiary project stakeholder, may act as responsible implementer, replicator or financier of the actions.

Main Policy context related to Three T objectives, the present status and the expected Three T Action Plan impact:

1. Regional Strategy of Central Finland 2040

Three T -perspective is included in all Regional Strategy 2040 priorities. The strongest cross-sectoral connections are on development principles related to Tourism, Wellbeing and Regional structure and Accessibility. Action A1, updating the Regional land use plan, which is also a regional policy instrument, is directly improving the strategy implementation and also supporting the policy change process. All the other Actions A 2,3,4 and 5 are also improving the objectives of wellbeing, tourism and regional structure set on the strategy. Three T lessons learnt and the exchange of experience related to all of the five actions have also an impact on the freshly started updating process of the Regional Strategy.

Regional Strategy updating is aiming on year 2050. The process has started and is ongoing during year 2021. It draws its basis on estimated phenomena and scenarios. One phenomenon is the complex entirety of wellbeing. During Three T exchange of experience process, connections between human wellbeing related to local nature and culture heritage have been detected and strengthened, enhancing human mobility and utilizing local trail network. Also the importance of silence connected to nature experiences and as an important source of human wellbeing, as highlighted in Three T exchange of experience processes, has risen as strategic strength of the region. Official endorsement of Regional Strategy 2050 by Regional Assembly is scheduled in December 2021.

2. Central Finland Regional Land use plan 2040

The most influential strategic tool identified during the learning process of Three T -project is Central Finland Regional land use plan. It is an important, statutory tool for improving the implementation of Regional Strategy and in guiding the detailed land use planning in municipalities and sub-regions. Regional land use plan is the instrument showing the thematic regional structures based on the strategic development objectives set on Regional Strategy. Wellbeing is indicated as one of the regional priority development principles, but no regional structure has been identified so far. Action A1 Regional structure of wellbeing as a thematic regional structure regional in the land use plan, has a direct impact as a change of the policy instrument.

The updating of Regional land use plan was officially launched by the approval of the Regional, Assembly 15th June 2020. The process is ongoing until the end of the year 2022. The identified urgent needs for change that require updating of the regional land use plan were related to regionally significant wind power production and traffic. Action A 1, regional structure of wellbeing, was approved as one of the objectives as a result of the Three T learning and exchange of experience process and is included in the official participation and evaluation plan. Also included as an activity in Action A1, enhancing EuroVelo 11 alignment as development principle in Regional land use plan is an objective directly affected by Three T Good Practice Iron Curtain trail, EuroVelo 13 launched by PP8, Vas, Hungary. This activity as well as Actions A3,4 and 5 are directly improving the implementation of the existing regional land use plan by meeting the identified needs for regional recreational contacts and better visibility of tourism and landscape routes. Official endorsement of the regional land use plan by Regional Assembly is scheduled in December 2022.

3. Regional Tourism strategy 2021-25 was updated in the year 2020. Members of the working team and stakeholders involved participated also in Three T exchange of experience process and the impact is visible in the setting of the strategy objectives. The strategy refers to the Study on the use of nature and culture in tourism and recreation in Central Finland that was carried out as an external expertise support for Three T Action plan formulation. The study was the starting point for the development of nature tourism, highlighting a wide range of development recommendations and priorities of the region nature tourism, that were strongly related to the trails and routes of the region. Nature values, various contents of wellbeing and cultural heritage play an important role in the strategy.

One of the four objectives of the strategy aims at the improvement of the operating environment, including the improvement of tourism infrastructure, which will facilitate the investment and development of tourism businesses and the improvement of regional services. During years 2021-22, among other factors, cross-sectoral or sub-regional development will be underway. Actions A 2, focusing on creating wellbeing-related regional co-operation modelling and recreational management body as well as A 3 focusing on Himos sub-region and A 5 creating a multifunctional mountain bike trail, benchmarking the good practices especially in PP7 Brasov region and offering various regional connections, are improving the implementation of the strategy.

4. Regional Recovery operational programme 2020-22

Due to the International COVID-19 crisis, a new policy instrument was created during year 2020. The programme identifies opportunities for increasing domestic tourism and emphasizing nature-connected wellbeing. Improving natural sites and trails is seen as an attraction for improving the region's reputation and business opportunities, considering also specific needs of accessibility. Three T Action A3, focusing on Jämsä and Himos sub-region, suffering from sudden structural change, aims at securing the desired impacts and directly improving the implementation of this programme. Three T exchange of experience before the Covid19 Crisis has affected the contents of this action.

5. The National Sustainable City programme promotes the sustainable development of cities and municipalities through practical urban development and strategic management. The main themes of the programme are carbon reduction, smart solutions, health aspects and social development. The programme seeks out solutions to the challenges that connect these themes and fill in the gaps between them. Actions taken through the programme include solving cities' shared sustainability challenges, developing new solutions through practical pilots and development projects, replicating good practices and sharing experiences at an international scale. The five-year programme is implemented in 2019–2023. The programme is coordinated by the Ministry of the Environment in cooperation with cities, municipalities, several other ministries and operators working towards sustainable urban development. The activities are strongly influenced by two global UN initiatives: The New Urban Agenda and the Agenda 2030 Sustainable Development Goals.

An inspiring example of an adaptation by a municipality is Action 4, Jämsä path of senses, adapting the idea of Three T Good Practice Anaga Trail of senses launched by partner 10 Tenerife, purely due to inspiration gained through the exchange of experience process. This Action is implemented as a national pilot action, serving as an experiment that promotes a healthy and comfortable green environment, with direct funding from Finnish Ministry of the Environment, National Sustainable City programme. This action also improves Regional Strategy and Regional land use plan implementation.

International COVID-19 crisis and regional restrictions have significantly changed the movement of people and leisure activities. Nature and short-distance tourism rose to a new kind of popularity. In 2020, about 180,000 visitors visited the national parks of Central Finland, an increase of 45% from the previous year. On most popular nature trails, there were outdoor enthusiasts almost to congestion. In this situation, the importance for facilitating every sustainable objective, inter-modality, human-powered mobility and visibility, as set on Three T -project, has increased. Connecting the defined ThreeT Actions to the purposes defined in the updating processes of regional planning policy instruments is highlighted.

Part III – Details of the planned actions

THE BACKGROUND: Challenge > Learning > Actions!

1. Learning process

The challenges recognized and the lessons learnt from Three T project that constitute the basis for developing the Action Plan are described step by step below.

- In the first two stakeholder meetings on December 2018, when preparing the territorial context analysis and setting up the SWOT analysis, the joint decision of the group was to focus on the themes silence and wellbeing. Three different models of future trail themes were set, related to the overall experience of silence, National parks network connected to the development needs of regional trails and the development potential of the *Green route*, as an example of a tourism and landscape route connected to the entity of natural and tourism elements and marked as a development principle in the Regional land use plan.
- Study Visit no 1 in Germany, Mittelhessen highlighted well the possibilities of enhancing soft mobility and especially cycling by creating interesting, easily achievable routes, utilizing historically interesting cultural environments and energy production as a theme. In Action plan formulation process, Good Practices in Mittel Hessen region serve as encouraging examples, even though the practices are not applicable directly into our regional and demographical context.
- During Study Visit no 2 in Hungary, Vas, an especially impressive GP was well-functioning EU-route Iron Curtain Route as European Culture route and EuroVelo 13. We realized that the initial route of EuroVelo 11, East Europe Route is passing through Central Finland region. The decision was to study the implementation process in our region and the possibilities of connecting the initial routing in our Regional land use plan as a land use development principle. This practice was examined more efficiently during Tutoring session no3, 2020. Further on, the regional process was studied with the support of external experts in autumn 2020 and the idea was transferred into the action plan design work. GP Alpannonia - hiking without borders, especially as presented on Tutoring session no 5 turned out to be another source of inspiration for our action plan preparation work. It presented a well functioning management system based on public-private co-operation.
- During Study Visit no 3 in Central Finland on June 2019, five Good Practices (GP) were presented to the other partners and their stakeholders (Biogas ecosystem, Sauna region of the World, Silence as a tourism attraction – Central Finland regional land use plan, Meijän polku - Our path and Alvar Aalto Routes). According to the feedback, three most effective and transferable GPs were Sauna region of the World, Our path concept and Alvar Aalto Routes. These GPs have all been evaluated, validated and uploaded on Interreg Europe Policy learning platform. Most competent feedback was the comprehension of enlightening the entity of our regional strengths: sauna culture, silence and Our path co-operation model: The three GPs could be modelled into one integrated experience centred on nature and human wellbeing. The framework of our action plan design was laid on this perception. Participant feedback also clarified the need to strengthen the visibility of Our path concept. So, the basis of our action plan and the actions were to be built on the concept of wellbeing and health promotion related to nature trail network.
- During study visit no 4 in Poland, Kujawsko-Pomorskie region, most effective GP was the idea of involving locals in defining, finding and enhancing their local attractions: Constellation of good places. The idea raised a question: what unique do we have in Central Finland? For further examination of the idea, a survey of Nature ecosystem services of Central Finland was produced. This idea was transferred into the action plan design work, carried out with the support of external expert input in our region: Finding the most interesting and attractive places with greatest development potential, making them visible by pointing some hubs and main development needs and by including the main entity in regional planning instruments, it is possible to influence the local projects and allocation of funding more effective in the near future. The decisions are based on joint understanding achieved in policy instrument processes. This GP was cross-examined more efficiently during Tutoring session no 4.

- During Study visit no 5 in Brasov region, Romania, two GPs had a strong influence in our Action plan formulation. GP Eco touristic trail network in Poarta Carpatilor was connecting science and research work and preserving local cultural and natural heritage into value creation processes, and by strong involvement of local people maintaining their traditions, also volunteers input. This GP was studied also in Tutoring session no 1. GP Network of hiking and biking in Transylvanian highlands presented an adaptable method in proceeding step by step. Also the idea of a voluntary fee for maintaining services in natural parks is an adaptable one for the further use of our five Natural parks and the subregions. In some of them, there is an association dedicated in maintaining services. One of the main findings was also the importance of centralized service locations, gateways, as used in Brasov. These ideas have been benchmarked by Action 5 especially, aiming to create a biking trail in Jyväskylä region, as well as Actions 2 and 3.
- In stakeholder feedback meeting after SV5, the idea of identifying the main factors needed in regional structure of wellbeing and using the structure as strategic element was created.
- Study visit no 6 in Italy, Livorno province and Toscana region, strengthened the importance of creating a process improving cultural accessibility and also the importance of connecting science and research work into value creation processes. This was clarified especially in the presentation of GP Val di Cornia.
- Study visit no 7 Malta enlightened both the possibilities of GPS-guidance connected to soft mobility and innovative possibilities of reusing structures, former in public use as done in GP Dingli heritage trail. There is no direct use of these practices in the actions set out in this action plan, but they are a useful source of observation for Action 2 and in the subregional refinement of the Tourism Strategy.
- In Stakeholder meeting 22 October 2019 the initial structure of the action plan was formulated, by joint decision. All stakeholders that had participated in Three T activities were present and shared their ideas, experiences and learnings. In joint workshop, initial actions were formulated. We also decided to invite development companies to join the study visits.
- In Study visit no 8 Tenerife we had stakeholder participants from Visit Jyväskylä, Jämsä development company and City of Jämsä. Adaptation of a good practice concurred as the idea of GP Anaga trail of senses was transferred into City of Jämsä as a path of senses, Action 4. Another influential GP with transferring potential was GP Teno Intermodality, showing the importance of centralized service locations, gateways, to facilitate visitors orientation and general guidance.



Picture:
 Stakeholder
 workshop
 meeting
 22.10.2019.
 Brainstorming
 results: Initial,
 joint ideas for
 Action Plan
 activities,
 based on
 exchange of
 experience
 related to
 Three T project
 activities.

Most influential and transferable Good Practices earmarked for further work on the Action plan:

The Parks of Val di Cornia (LP, PP2 Italy)

The practice enlightens a transformation of former industrial heritage and environmental and cultural testimonies into a sustainable destination of tourism. Accessible facilities like visitor centres to ease the perception of the entity have been created. Especially inspiring is the value creation process and identity strengthening cultural ecosystem created, in which every step taken feeds the next one: Research>Conservation>Fruition side by side with growing benefit for the stakeholders: Interest>Gain>Identity. This model constitutes the basis of every successful and sustainable Action and serves very well as a source of inspiration for this Action Plan.

Constellation of good places - Tourist Passport (PP5 Poland)

Constellation of good places presents a well-functioning model of mapping special, varying constellation of places having especially local interest, that would not raise as hotspots without strong local reference. This model provides universal visibility to all potential destinations and a unified frame of reference for tourism purposes. Very inspiring evidence of success is the fact that this model has been consistently maintained and developed for a long period, with a continuously growing circle of voluntarily participating stakeholders. The most inspiring lesson to learn was that people eagerly present special places that are meaningful in their everyday life and destinations that they are proud of. This model is transferable to our region as part of modelling the regional structure of wellbeing and activities that benefit from the improved, more visible structure, Actions 1 and 2.

Eco-touristic trail network in Poarta Carpatilor (PP7 Romania)

A network of ecotourism trails in Poarta Carpatilor -model has created conditions for the development of ecotourism as an important factor in the preservation of the agro-pastoral landscape and biodiversity through the implementation of the network of ecotrails. The trails are based on ancient, still existing paths in a diverse landscape that has been cultivated as a result of long-term interaction between man and nature. Scientific research supports the objectives of activities as well preservation of the unique values and lifestyle in the region. Maintenance of the trail network is noticeable based on voluntary work and activity. Extra value is driven out of outdoor sport events organized in the region. This GP serves as a source of inspiration for Action 2 especially. The scientific approach is also inspiring Action 1, aiming to define the structural elements of wellbeing.

The Network of Hiking and Biking trails in the Transylvanian Highlands (PP7 Romania)

This GP present an inspiring solution for the cooperation among landowners, local service providers, NGOs and public actors. Transylvanian Highlands is famous for the High Nature Value areas and the villages originally lacking proper ecotourism infrastructure. Initiative local NGOs have managed to get the landowners on board to provide access, guidance and services to the ancient trails and footpaths of the area – inaccessible to the wider public due to the total lack of info until then. After intensive working period of several years, approximately 600 km of biking and hiking trails have been mapped, marked and serviced. The main beneficiaries are the active travellers which found an interesting destination to spend at some days, instead of just a short visit, and the local entrepreneurs which offer services (accommodation, equipment, guidance, local products). The initiative is now overseen by the regional public actor, with the NGOs and the locals actively participating in the maintenance and development of the system. This model is a source of inspiration when modelling regional co-operation and coordination, serving especially Actions 2, 3 and 5.

EuroVelo 13, Iron Curtain trail (PP8 Hungary)

The Iron Curtain Trail, operating at the same time as EuroVelo13, has improved the accessibility of the affected regions by bicycle and connected European regions by a long distance cycle route, realised opportunities for cycling and public transport connections and is a good promotion for cycling as a means of sustainable mobility and tourism. The Austrian-Hungarian section of the 10.000 km long trail is 235 km. Creating an active network with equal emphasis on mobility, tourism, nature protection, cross-border connections and large-scale connections. This GP is an operative example of an EuroVelo route, meeting the quality standards of the European bicycle network, including the common sign system, EuroVelo methodological background and co-operative management. This GP is a source of inspiration for determining the main conditions required for the possible future implementation of EuroVelo 11 East Europe Road in Central Finland region, mainly related to Action 1.

Anaga Trail of senses (PP10 Tenerife, Spain)

The idea of the practice is to offer the opportunity to discover a unique landscape of Tenerife also for people with disability of senses, by making it easy for them to discover that experience in a very elegant way. The trail is connected to other two different walking trails that composed the total sense trail practice. This idea was adapted and successfully formulated into a project, Jämsä Path of senses. Action 4, that is formulated to suit local conditions, that differ considerably from those of Tenerife.

In addition, several GPs, such as Volcano bike trail (PP9 Germany), Dingli Heritage trail (PP4 Malta), Power plant chain (PP9 Germany), Thematic trails within Piatra Craiului National park (PP7 Romania), Alpannonia - hiking without borders (PP8 Hungary) and Teno intermodality (PP10 Tenerife), having well-functioning gateways or service and information centers that serve as hubs in the destinations or regions and trail networks surrounded, have inspired the idea of studying the possibilities to define functional sub-regions with potential gateways or hubs in our region. This is one step forward towards better coordination, easier accessibility and better quality of trail network in our region, where one of the biggest challenges represented is relative long distances as well as a territory mainly sparsely populated.

All Good Practices earmarked contain innovative features and approaches relevant to the theme of the Action Plan and Actions. Transferability and sustainable aspects have been analysed and found applicable/adaptable to the context of Central Finland region. They are also coherent with the regional policy instruments addressed in this Action Plan.

Below: Pictures of GPs as a source of inspiration: Anaga Trail of senses (photo Liisa Bergius) and examples of inspiring gateways and centers from Hungary (photo Liisa Bergius) and Malta (photo Daryl Cauchi).



<p>CHALLENGE: The identified status before Three T learning process SWOT 11/2019</p>		<p>LEARNING - ROAD MAP: Development possibilities identified during Three T exchange of experience:</p>	<p>ACTION PLAN: Policy changing actions developed on the basis of Three T lessons learnt:</p>
<p>Strengths identified:</p> <p>Silence as a nature and cultural reserve</p> <p>Good and experienced public actors and educational institutions network connected to regional boards and associations.</p> <p>Local activity.</p> <p>Alvar Aalto, Unesco Word Heritage sites, Sauna culture and sauna know-how</p> <p>Capital of sports and wellbeing</p> <p>Infrastructure for everyday sports and leisure in every municipality</p> <p>Safety, pure nature</p> <p>National park network</p> <p>According to the statistics – a Region of Happy Inhabitants</p>	<p>Opportunities identified:</p> <p>Local networks created in ongoing and previous projects</p> <p>Excellent individual local products and services</p> <p>Lakeland -brand</p> <p>Boreal cultural and natural heritage</p> <p>Pure nature and food connected to silence and wellbeing</p> <p>Ecotourism</p> <p>Green networks and ecological connections ongoing from Jyväskylä urban area to the countryside</p>	<p>1. Need to understand the regionally important structural elements of wellbeing, good places, related to natural and cultural heritage and soft mobility trails to improve the impact of regional planning and implementing of regional strategy</p> <p>2. Need for identifying and creating smaller scale operational entities (subregions)</p> <p>3. Need for defining the backbone of regional trail infrastructure and pointing the main development needs to support local development projects</p> <p>4. Need for defining international trails to gain better visibility</p> <p>5. Earmarked possibility to enhance EuroVelo 11 implementation on our region</p> <p>6. Need to define local good places to accompany the highlights: Unesco, Aalto, Sauna, Lakeland</p> <p>7. Need for regional coordination body for co-operation, trail network and trail maintenance</p> <p>9. Need to improve cycling tourism opportunities and multifunctional circular trails</p> <p>10. Adaptation and application of functioning GP models as a result of interregional exchange of experience</p>	<p>A1 Regional land use plan updating:</p> <ul style="list-style-type: none"> - Elements of wellbeing and good places - Nature ecosystem services - Regional trail infrastructure network and main development needs - Subregional development areas and gateways connected to regional elements of wellbeing and tourism - EuroVelo 11 developing principles and initial regional alignment <p>A2 Creating a Regional Coordination body and private-public co-operation model for recreation and utilization management; implementation plan</p> <p>A3 Case Himos subregion as a hub and geographical development area (smaller scale operational entity): Coordination, trail networking and trail infrastructure implementation</p> <p>A4 National Pilot Action for sustainable cities programme: Jämsä path of senses, adapting the idea of GP Anaga trail of senses</p> <p>A5 Strengthening the regional backbone of trail infrastructure and improving recreation and cycling opportunities: Jyväskylä region hiking & biking trail</p>
<p>Weaknesses identified:</p> <p>Accessibility by public transport is restricted</p> <p>Topography, demography and relatively long distances: No reality in developing region-wide high scale human powered tourism</p> <p>Weak abilities in merchandising and selling local services</p> <p>Lack of visibility (local services)</p> <p>No standards for the quality of local individual services</p>	<p>Threats identified:</p> <p>Maintenance of trails and other sites</p> <p>Ongoing expenditure - the final cost payer is hard to find</p> <p>Small Scale local services: Aging, hard to involve the next generation to continue the work</p> <p>Mites and mosquitos (if you are not used to beware)</p>		

Picture above shows the learning process **Challenge > Learning > Actions!** Starting from SWOT analysis by Key stakeholders year 2018, continued by issues that were renotified as key principles during the interregional exchange of experience and learning processes during Phase 1, realized as a Road Map and finally defined as Actions in Action Plan.

2. Actions chosen for implementation

Action plan design process

Through Three T -project the region's intention was to import and adapt good examples from other partners for the regional administrative and sectoral levels. With regards to cultural and natural resources in strategic planning, governance structures can be improved for long-term with the proactive involvement of regional stakeholders. During the exchange of experience process on Phase 1, the clearest challenges and most effective ways to influence regional strategies emerged.

Regional Stakeholder group has been involved in all processes and activities scheduled in Phase 1. Representatives of the Stakeholder Group have joined study visits and tutoring sessions. Results of the stakeholders' appraisal of the project outcomes has provided useful guidance in the drafting of policies and actions.

As a start of the project, the main existing challenges and regional potential were analysed by SWOT -analysis in two joint sessions with identified Key stakeholders in December 2018. During the Three T exchange of experience process, major principles were risen as main nominators in Action plan design. In the first two stakeholder meetings on December 2018, when preparing the territorial context analysis and setting up the SWOT analysis, the joint decision of the group was to focus on the themes of silence and wellbeing. Three different models of future trail themes were set, related to the overall experience of silence, National parks network connected to the development needs of regional trails and the development potential of the *Green route*, as an example of a tourism and landscape route connected to the entity of natural and tourism elements and marked as a development principle in the Regional land use plan. (See page 10).

During the exchange of experience process, lessons learnt, and partner feedback clarified the need to strengthen the visibility of our regional development and land use concept of wellbeing and health promotion related to nature trail network. The basement and framework of our action plan design and the actions needed were laid on this perception. The idea of identifying the main factors needed in regional structure of wellbeing and using the structure as strategic element was created after Study visit 5 experiences in Romania. In Stakeholder meeting 22 October 2019 the initial structure of the action plan was formulated, by joint decision. All stakeholders that had participated in Three T activities were present and shared their ideas, experiences and learnings. In joint workshop, initial actions were formulated. The Action Plan was nominated as Regional Structure of Wellbeing.

Main strategic instruments to be influenced were identified: Regional Strategy: Cross-sectoral impact on the objectives of wellbeing, tourism and regional structure and the Regional land use plan, especially the development principles related to wellbeing, recreation and tourism related to regional trail network improvement. In addition, Regional tourism strategy was also identified as a local policy influenced during the updating process ongoing year 2020. During Action plan preparation process, the need was identified for actions that could be classified into three main categories, reflecting the Three T objectives for facilitating inter-modality, human-powered mobility and asset visibility.

Actions should enhance:

- 1) Structural elements of wellbeing in regional planning and regional coordination of the entity
- 2) Regional wellbeing infrastructure
- 3) Sustainable business activity related to wellbeing structures.

Three T Regional structure of wellbeing objectives on Action plan:

- Supporting GP Meijän polku - Our Path nature -connected wellbeing model,
- Perceiving and strengthening the regional structures of wellbeing: Trail network, gateways, connection to natural and cultural heritage,
- Supporting local green modality recreation activities,
- Creating sustainable tourism activity, based on natural and cultural trail network
- Indicator 10000 visits / year, noticing the affect of COVID19 by finding virtual solution for visits

External Expertise output in formulation of the Action Plan:

Joint decision of RCCF on Action Plan context and the further external expert input needed to achieve the desired results in policy changes and to gain the maximum advantage from Three T lessons learnt was made in June 2020. The decision was based on stakeholder feedback meetings and negotiations with local policy instrument holders.

In line with the conclusions of the process, an effective external expertise input was targeted to define the next steps needed for final action plan formulation. Main topics to study were the development needs of the regional trail infrastructure supporting tourism and recreation in Central Finland, the operational priorities related to the trail network, and the main development needs of related services. In addition, based on Three T lessons learnt, the need was identified to present the main development needs related to the Central Finland national park network accessibility and services and conditions for the regional implementation of EU -routes (EuroVelo 11, European Cultural Routes).

As conclusions was expected: 1) a map review showing the main development priorities rewalted to trail network and main hubs or gateways of sub-regions with greatest development potential, and 2) a list of actions necessary for the creation of thematic service entities supporting the structure of the wellbeing structure.

External expertise examination and participatory process by JAMK and HUMAK universities of Applied Sciences, including active stakeholder consultation by interviewing the key experts and in two online workshops, was ongoing from September to December 2020 and the results were handed over to RCCF on January 18th 2021. The results were presented to the stakeholders in two interactive online sessions on February 1st, concentrating on sharpening the near future actions needed.

As an expert input, a map review was created, showing nine initial geographical sub-regions that support local recreation and tourism objectives, and gateways or hubs with development potential for each sub-region. The map review is serving as a basis for the actions, especially the regional level actions A1 regarding regional land use planning and A2 focusing on regional coordination and co-operation and also for pilot development action focusing on one geographical sub-region A3.(See page 14)

The main output is presented on a survey **Tourism and recreational use of nature and culture heritage in Central Finland** (in Finnish). It shows the main priority objectives to which the future actions should focus on. (See page 13).

The survey was published on the RCCF websites:

<https://keskisuomi.fi/wp-content/uploads/sites/3/2021/02/Keski-Suomen-luonnon-ja-kulttuurin-matkailu-ja-virkistyskayton-selvitystyo-2021.pdf>

Actions chosen for implementation – summary:

Action	Influence Regional / Sub-regional / Local	Main focus				THREE T Macro Category relevancy			
		Coordination, Co-operation	Regional structures	Trail infrastructure	Business activity	1	2	3	4
A1	Regional		x	x		x	x	x	x
A2	Regional	x			x	x		x	x
A3	Sub-regional	x		x	x			x	x
A4	Local			x		x	x		x
A5	Sub-regional	x	x	x		x	x	x	x

Actions are classified according to their main desired influence and according to the THREE T Macro Categories: 1. Infrastructure and service to/along the trail, 2. Soft-mobility transport means, 3. Information and communication support to trail visibility, 4. Trail management and governance.

Tourism and recreational use of nature and culture heritage in Central Finland - Main focus on following priority objectives:

Priority objective identified

Action influenced

Operating environment: Improvement of Regional coordination, recognition of responsible parties, perception of service, structure and route information packages

Competence: Co-development, international dimensions, productization, marketing
Trail infrastructure quality and maintenance

National parks and the surrounding areas as ecosystems and drivers of responsible business; sub-regions

National parks as a brand, hubs and ecosystems for tourism and recreation

Enhancing functional sub-regions and gateways/Hubs for tourism and recreation, sustainable accessibility

Value of UNESCO status (Sauna culture, Struve Chain, Petäjävesi Old Church, Alvar Aalto Architecture) and utilization connected with local good places and nature ecosystem services

Wellbeing as a strength and Silence as a potential: Responsibility and sustainable tourism as a strength

Opportunities of European Routes (EuroVelo 11, European Cultural Routes): European trail hub vision

Terrain routes: Multi-use, year-round

Cycling as potential

“From B&B to B&B” trail connections and service packages on the routes

Interconnections and continuations: Trail connection between recreational centers as “gateways” Jämsä (Himos) -Jyväskylä (Laajavuori) -Laukaa (Peurunka) as the backbone of regional trail infrastructure

Joint utilization of routes, tourism and recreation gateways and hubs, accessibility

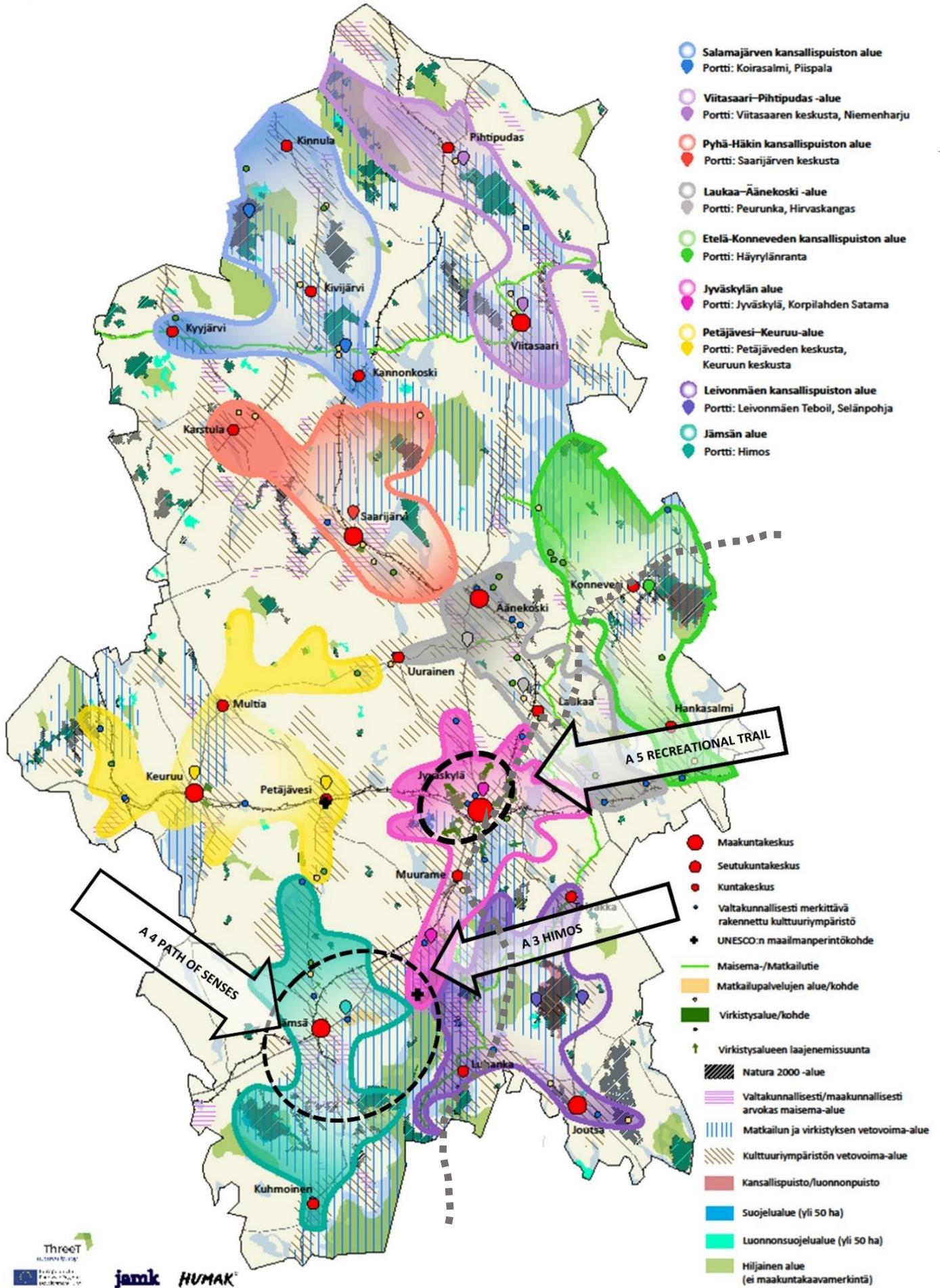
Action 1 Regional land use plan

Action 2 Our Central Finland

Action 3 Himos Jämsä

Action 4 Jämsä Path of senses

Action 5 Hiking & biking trail



Picture: Identified initial geographical sub-regions. Locations of Actions A3,4,5. Actions A1 and A2 cover the whole region. The initial line of EuroVelo 11 crossing the region (source: en.eurovelo.com/ev11):

ACTION 1: REGIONAL STRUCTURE OF WELLBEING IN REGIONAL LAND USE PLAN

1.1. The background

The Strategic land use objectives of Central Finland regional land use plan are based on the regional structures as presented in the Central Finland Regional Strategy. The strategy is reflected in the regional land use plan, among other things, as areas of attraction as development principles. Wellbeing is indicated as regional priority development principle, but no regional structure has been identified so far. Also, the progress in the implementation of the marked tourism and landscape routes has been ineffective, lacking inspiring and capable tools, powerful enough.

During the exchange of experience process, lessons learnt clarified the need to strengthen the visibility of our regional development and land use concept of wellbeing. Participant and partner feedback clarified the need to strengthen the visibility of Our path concept - wellbeing and health promotion related to nature trail network. The idea of identifying the main land use factors of regional structure of wellbeing and using the structure as strategic element was created after Study visits 2, 4 and 5 experiences in Hungary, Poland and Romania.

Most important and affective good practices identified, influencing this Action, are Iron Curtain Trail (PP8), making the possibilities of EuroVelo route visible, Constellation of good places (PP5), by showing the importance of local good places as part of the regional structure, Eco-Touristic trail network in Poarta Carpatilor (PP7) and The network of hiking and biking trails in Transylvanian Highlands (PP7) with great connection of natural and cultural heritage, trail network and science and elements of nature ecosystem and Parks & Museums of Val di Cornia (LP, PP2), presenting an excellent value adding cultural accessibility and ecosystem.

The most influential strategic tool recognized during the learning process of Three T -project, for facilitating inter-modality, human-powered mobility and asset visibility as structural elements of wellbeing, is the regional land use plan. As defined during Three T exchange of experience process the main objective is to include the structural elements and development principles related to wellbeing, nature ecosystem services, recreation, sustainable tourism and accessibility as elements in regional land use plan. Enhancing EuroVelo 11 alignment as development principle in Regional land use plan is an objective directly affected by Three T good Practice Iron Curtain trail, EuroVelo 13 launched by PP8, Vas, Hungary.

To make these aims achievable, the first vital action needed was to define the regional nature ecosystem services. This was made possible by funding a regional project Nature ecosystem services, LEKSA as soon as possible after the Three T lessons learnt. The idea was inspired by Three T activities related especially to the model of finding the Constellation of good places (PP5) and the identification of similar health affected nature ecosystem comprehension in Brasov, Romania (PP7) related to the GPs presented during Study Visit no5. After identifying the elements of our regional nature ecosystem, it is possible to take the next step by creating the regional structure of wellbeing and including the vital elements in the regional land use plan.

1.2. Actions, expected results and policy impact

Action description

Regional land use plan updating process: Structural elements and development principles of wellbeing included in Central Finland regional land use plan. The main activity in regional land use planning process is to identify the regionally significant structural elements of wellbeing, related to recreation and sustainable tourism and accessibility, nature ecosystem services, trail network, natural and cultural heritage, silent areas and green infrastructure. These elements are connected and reflected on main development needs related to land use objectives. The aim is to define regional objectives, or indicate special areas of attraction, or alignments like tourism and landscape routes, connected to the entity of natural and tourism elements and marked as a development principle in the updated Regional land use plan. In addition, studying the initial land use planning requirements for enhancing and further on implementing.

According to The Finnish Land use and building act, Regional land use plan is presented on a map, including a key to the symbols used and written regulations. It also includes a report which provides the information required for assessing the goals and options of the plan and their impacts, and the justification for the approaches adopted, as provided in more detail by decree. As a result of the updating process, this action affects every instrument of the land use plan. **Preliminary Activity included in the main Action:** Nature ecosystem services in Central Finland (LEKSA): Study work and a survey, accomplished by Janne Laitinen, JAMK university of applied sciences.

Expected results:

- 1) Regional structure of wellbeing is presented as a thematic regional structure and wellbeing-related development principles are included in the legally valid Regional land use plan.
- 2) EuroVelo 11 initial alignment is assigned as a development principle in the legally valid Regional land use plan. Land use solution for enhancing the implementation of EuroVelo 11 East Europe Route in Central Finland has been created.
- 3) **Indicator 100 visits/month on the RCCF Land use planning websites. Visits are increased by 50%, showing the increased public interest in regional structure of wellbeing in land use planning and indicating the Three T indicator of 10 000 visits / year (together with Action 2).**

Impact on policy change:

Regional Strategy of Central Finland as the overarching development policy instrument of region is affected. Central Finland Regional land use plan is a statutory tool for improving the implementation of Regional Strategy. Changing the Regional land use plan will contribute to a more effective implementation of the strategy. Regional land use plan is the instrument showing the thematic regional structures based on the strategic development objectives set on Regional Strategy. Wellbeing is indicated as a regional priority development principle, but no regional structure has been identified so far. This action has a direct impact as a change of the policy instrument. Regional Structure of Wellbeing as an element in Regional land use plan is new in the region and also has a pilot nature nationally.

Regional land use plan as a regional policy instrument is changed as a result of this action. Central Finland Regional land use plan is a statutory tool in guiding the detailed land use planning in municipalities. This action has a direct impact on more detailed land use planning.

1.3. Players involved

Responsible: Regional Council of Central Finland as responsible body for regional planning.

Stakeholders according to the statutory Participation and evaluation plan of the regional land use plan updating: Public and private authorities, companies, entrepreneurs, institutions, associations and citizens of the region and neighbour regions.

1.4. Timeframe

1 May 2020 to 31 December 2022. Preliminary Activity LEKSA 1 January to 31 December 2020.

1.5. Costs, resources and funding

Updating costs are covered by standard budget of RCCF. Staff resources 5 experts.

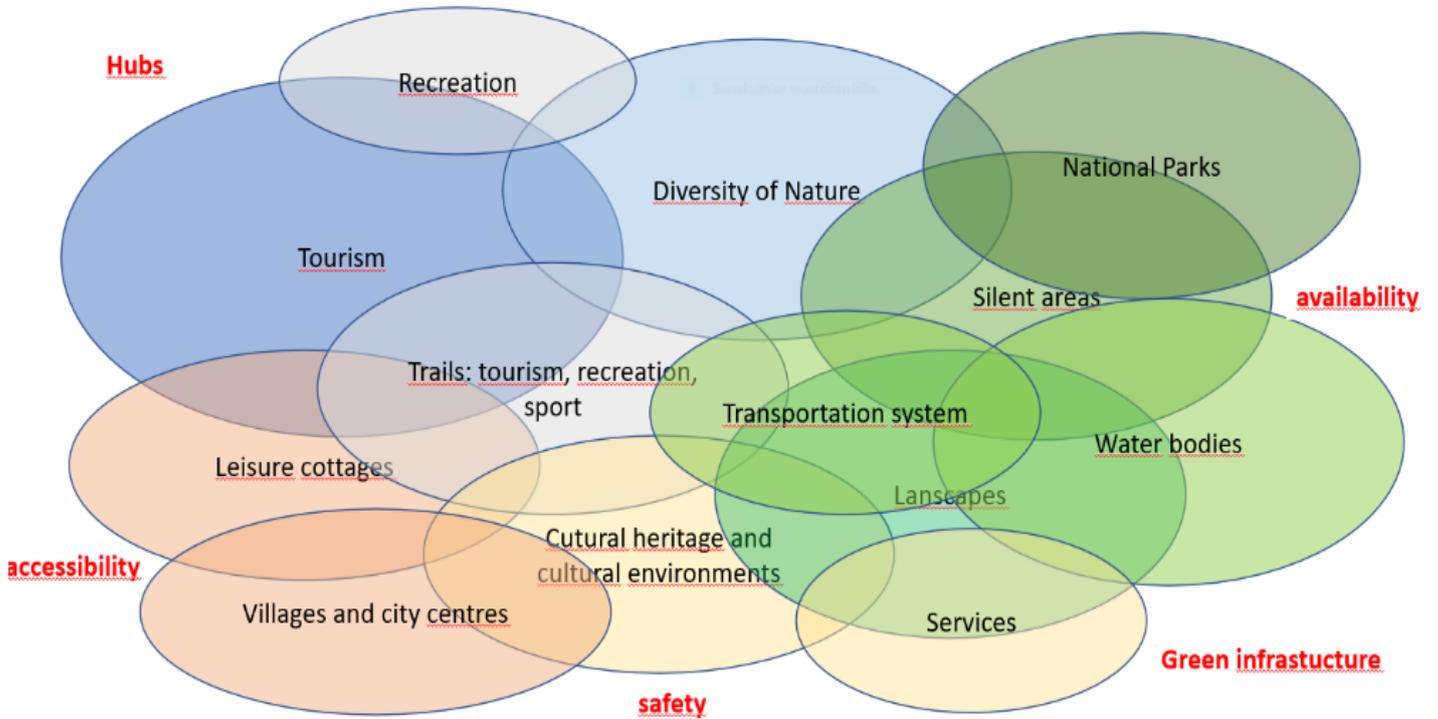
Preliminary Activity LEKSA: Costs 47 800 €, Funding 50% Regional Development fund, RCCF, 50% JAMK University of Applied Sciences.

1.6. Risk assessment

No major risks identified in implementation affect the project. Possible risks:

1. Some of the development principles are not supported by official decision making bodies.
2. Updating process may be delayed.
3. Juridical procedures after approval of the plan: Appeals to administrative courts. These possible procedures may have an effect on the final contents of the plan and will cause a possible delay of one to two years before achieving a legally valid regional land use plan.

Solution: Risks can be prevented or minimized by active participatory and involvement of all the stakeholders and by open, transparent and interactive planning process.



ACTION 1 Above: Scheme of regional elements and actors of wellbeing – defined as a result of interregional exchange of experience in Three T project during Phase 1.

ACTION 2 Under: Participant feedback from Study Visit in Central Finland 2019 inspired the formulation of this action, by encouraging to find solutions to support Our Path -model and to improve regional promotion, co-operation and coordination (photo Liisa Bergius).



ACTION 2: REGIONAL COORDINATION SYSTEM MODEL: OUR CENTRAL FINLAND

2.1. The background

Maintenance of trails and other sites as well as need for a regional coordination of the trail network, different actors and better public-private co-operation, together with the need to understand sustainable use of nature ecosystem services were the main weaknesses identified as challenges in the beginning of the exchange of experience process offered by Three T -project. As a result of the external expertise work for the project, operating environment and improvement of regional coordination, recognition of responsible parties, perception of service, structure and route information packages were raised as priority objectives in further regional development.

During the Three T exchange of experience process, the idea of an Action Plan focusing on regional structure of wellbeing was created, partly based on these basic needs. It was also decided to focus on supporting Meijän polku - Our Path nature -connected wellbeing model, by perceiving and strengthening the regional structure of wellbeing: Trail network, gateways, connection to natural and cultural heritage, supporting local green modality recreation activities and creating sustainable tourism activity, based on natural and cultural trail network.

A clear order was identified for a regional model, providing a sustainable operating model for a network of non-profit wellbeing actors. Furthermore, to promote the competitiveness of the wellbeing economy of the region and enable new openings for the interfaces of the sectors, as well as increase the visibility and attractiveness of the region in a sustainable way. Strategically the model is closely related to the idea of the regional structure of wellbeing, by creating an operative instrument to support the structure.

Most important and affective good practices identified, influencing this Action, are Constellation of good places (PP5), by showing the importance of local good places and local participatory and co-operation, Eco-Touristic trail network in Poarta Carpatilor and The network of hiking and biking trails in Transylvanian Highlands (PP7) with great connections of natural and cultural heritage and science and making the beneficiaries and local and voluntary participation and co-operation tools visible, as well as showing the importance of a well-functioning visitor centre and the power of nature-related events utilizing the trails, for better visibility and economy. GP Alpannonia also presented a well-functioning management system based on public-private co-operation.

2.2. Actions, expected results and policy impact

Action description

The project creates a sustainable approach to a network of wellbeing actors in the public interest, that consolidates the continuance of Our Path -activity model. Through the project, the competitiveness of the wellbeing economy is promoted and new openings to join different sectors are created. As a result, the visibility and attraction of the region is increased. The main aims of this action are to strengthen wellbeing communication and increase practical wellbeing campaigns in the region and deepen the municipality co-operation e.g. with regard the use of recreational sub-regions and their gateways or hubs, as identified during Three T exchange of experience. Furthermore, to explore the operating models of similar recreational, recreational and wellness platforms of general interest. With the expert support, partnership models and business cooperation practices are being formulated. Finally, to formulate a sustainable operating model that scales to activities such as a recreation area association. As an activity, the project is organizing an event called Central Finland Trail Route Week, having several events related to soft mobility and utility of nearby nature trails.

As a result, with the activities and outputs of this Action, the co-operation of the actors in the wellbeing economy will be more effective and promote a new kind of business activity. An operative instrument for facilitating inter-modality, human-powered mobility and asset visibility will be created.

The main channel used for interactive information are the webpages of Meijän polku – Our path. The webpages have already been established as an interregional platform for thematic-related source of information.

This Action is connected to Actions 1,3,4 and 5.

Expected results

1. **Indicator 1000 visits / month achieved, indicating the Three T indicator of 10 000 visits / year (together with Action 1)**
2. Solution for institutionalizing GP Our path -model ready to put in action
2. Partnership statement and sustainable business model created
3. Solution for Regional coordination of trail infrastructure
4. New public-private partnerships in sustainable utilizing of wellbeing infrastructure

Indicator

The main indicator for the realization of this action is the increased amount of 1000 visits / month on Meijän polku - Our Path websites, showing the increased regional interest for the subject. In the universal COVID19 situation, visits on these websites are considered to be the best way of monitoring the realization of the indicator set for the total output of PP3 in this Action plan (10 000 visits / year).

Impact on policy change

Regional Strategy, especially objectives related to wellbeing and Tourism and to cross-sector of these aims, will be affected and strengthened.

Regional land use plan is directly affected, by improving the implementation of the existing use plan objectives, by meeting the identified needs for regional recreational contacts and better visibility of tourism and landscape routes. It also strengthens the visibility and supports the implementation of the regional structure of wellbeing, being created in Action 1. This action is securing an effective chance of Regional land use plan as an official policy instrument.

Regional Tourism Strategy 2021-25 implementation is improved and secured.

Three T indicator for the Action Plan, 10000 visits / year, set for measuring the increased visibility for the results, is fulfilled by achieving the indicator set in this regional coordination project.

2.3. Players involved

Responsible: JAMK University of applied sciences, co-operative institute LIKES Research Centre for Physical Activity and Health

Stakeholders: Regional Council of Central Finland (RCCF), subject-related entrepreneurs, associations, public authorities and citizens of the region.

2.4. Timeframe

1 March 2021 to 1 March 2022.

2.5. Costs, resources and funding

Costs 60 000 €, Funding 50% Regional development fund RCCF, 50% JAMK and LIKES.

Main resources needed are the experts input of JAMK UAS and LIKES, accompanied by active support from Our Path experts.

2.6. Risk assessment

No major risks in accomplishing the project. More regional or subject-related negotiations or targeted projects may be needed during the implementation phase.

ACTION 3: HIMOS RECREATION AND TOURISM CENTER OPERATIONAL ACTIONS

3.1. The background

Jämsä region and Himos tourism and recreation destination have suffered in an exceptional way from the effects of the International COVID-19 crisis. Therefore, immediate actions to increase domestic tourism and emphasizing nature-connected wellbeing were needed. Improving natural sites and trails is seen as an attraction for improving the region's reputation and business opportunities, considering also specific needs of accessibility.

Joint strategic intent and operational plan for the development of the tourism industry and tourism joint marketing strengthens companies' skills and response to crisis situations, helps to anticipate and to develop business in the post-corona period. Common objectives, indicators and monitoring help and support operations and also communicate to investors about planning. For nature tourism, wellness and aspects of sustainable tourism development increase business year - round, customer numbers and employment. Development of products and services in the post - crown period and digital productization as well digital marketing training increases business feasibility.

Three T exchange of experience before the Covid 19 Crisis has affected the contents of this action. Especially during the Study visit 5 in Romania, good practices identified, influencing this Action, are Eco-Touristic trail network in Poarta Carpatilor and The network of hiking and biking trails in Transylvanian Highlands (PP7) with great network of natural and cultural trails and making the beneficiaries and local participation and co-operation tools visible, as well as showing the importance of a well-functioning visitor centre and the power of nature-related events utilizing the trails, for better visibility and economy. These practices offered existing models for the recovery activities needed.

Maintenance of trails and other sites as well as need for a regional coordination of the trail network, and better public-private co-operation were the main weaknesses identified as challenges in the beginning of the exchange of experience process offered by Three T -project.

3.2. Actions, expected results and policy impact

Action description

The aim of the project is to enable tourism businesses to respond to changes in the operating environment changes will improve. The aim is to develop a tourism strategy for the HimosJämsä Tourism Region and to develop a common operating model that strengthens the competitiveness of the geographical sub-region and the development of the brand. Further on, to strengthen the foresight, productization and digital marketing skills of tourism companies. On the other hand, the aim of the project is to develop the operating environment for nature tourism in such a way that the attractiveness of the sub-region is improved and new jobs and turnover are being created for companies.

Expected results

- 1) A route plan and a guidance plan with maps for the Himos-Jämsä region; print, digital and images, Metadata.
- 2) Carrying out the official trail establishment processes. City of Jämsä defrays the land ownership costs. This process is essential for developing an operating environment and trail network for nature tourism.
- 3) Establishment of a trail pool or other permanent operating model, responsible for the maintenance and further development of the routes.

Impact on policy change

Regional Strategy of Central Finland 2040 is affected by the improvement of **Central Finland Regional land use Plan 2040**. This Action is directly improving the implementation of the existing regional land use plan by meeting the identified needs for regional recreational contacts and better visibility of tourism and landscape routes. It also strengthens the visibility and supports the implementation of the regional structure of wellbeing, being created in Action 1. This action is securing an effective chance of Regional land use plan as an official policy instrument.

Regional Tourism Strategy 2021-25 implementation is improved and secured.

Regional Recovery operational programme 2020-22 implementation is secured and the desired impacts of the programme are accomplished by implementing of this Action. It is directly improving the implementation of this programme.

3.3. Players involved

Responsible: City of Jämsä.

Stakeholders: Himos recreational and tourism center, entrepreneurs, associations, citizens, landowners, public authorities, domestic and international tourists.

3.4. Timeframe

1 March 2021 to 31 December 2022.

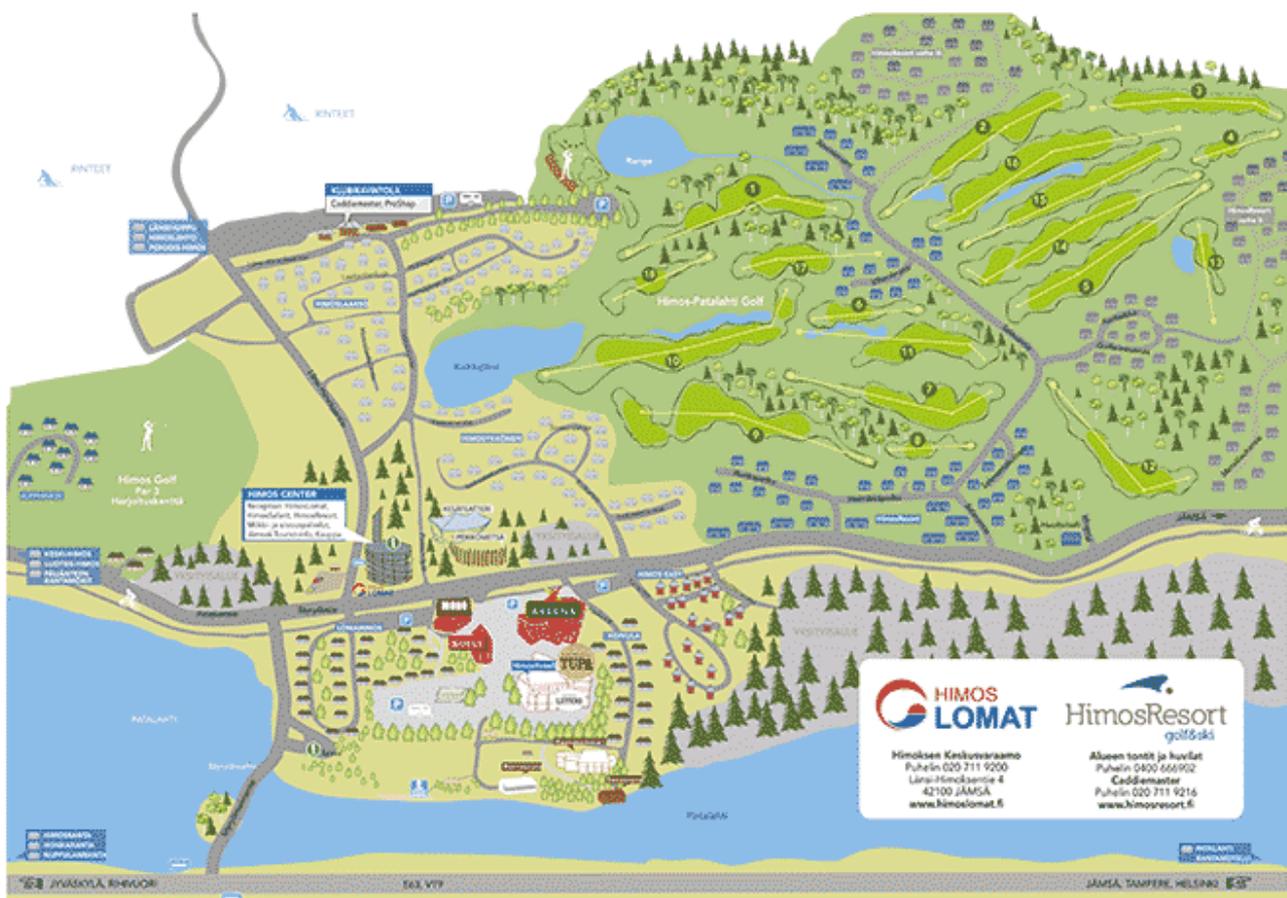
3.5. Costs, resources and funding

Costs 505 520 €, Funding 454 968 € (90%) National Funding of Ministry of Economic Affairs and Employment of Finland, addressed to regions for Supporting sustainable growth and vitality in the regions AKKE, RCCF, 50 552 € (10%) City of Jämsä.

Resources: 2 Experts, 1 project coordinator and 1 trail network expert

3.6. Risk assessment

No major risks in implementation of the project.



Picture: Himos-Jämsä tourism and recreation resort (Copyright HimosLomat, HimosResort)

ACTION 4: JÄMSÄ PATH OF SENSES

4.1. The background

Anaga trail of senses was one of the Good Practices presented during Study Visit 8 in Tenerife. The idea of the practice is to offer the opportunity to discover a unique landscape of Tenerife also for people with disability of senses, by making it easy for them to discover that experience in a very elegant way. The trail is connected to other two different walking trails that composed the total sense trail practice. This idea was adapted and successfully formulated into a project, Jämsä Path of senses, that is developed to suit local conditions, that differ considerably from those of Tenerife. In addition, also functional exercises along the path are planned.

4.2. Actions, expected results and policy impact

Action description

The project implements the Path of Senses in the green park network environments of Jämsä city center and brings sensory experiences to all the senses: taste, smell, sight, hearing and touch. Sensory experiences based on the nature of the sensory path are enriched, for example, with devices that combine art and technology. All the sensory barrier-free nature trail can be replicated to other locations taking local requirements into account. The path will be guided digitally by using HimosJämsä (Action 3) websites, by weatherproof cards and by signing. Jämsä's accessible path will, function as a tool for occupational therapy and health care needs as well as to increase the mental wellbeing of local residents and tourists. Nature experience and various sensory stimulation exercises will lower stress levels caused by a flood of information and stimulation. The path of senses will serve as "Mindfulness park".

Expected results

Path of senses planned, exploiting the Good Practice model of Anaga Trail of senses, and implemented and functioning in Jämsä City.

Impact on policy change

Regional Strategy 2040 Wellbeing Business capacity -related elements defined in regional planning are improved. **Regional land use plan 2040** is directly improved by this action, implementing the existing identified needs for regional recreational contacts and better visibility of tourism and landscape routes.

The National Sustainable City programme is properly implemented. This Action is implemented as a national pilot action as an Experiment that promote a healthy and comfortable green environment. Three T Good practice mentioned as a source of inspiration of this action, realized by the funding from this programme, serves the visibility of the policy change at an international scale.

4.3. Players involved

City of Jämsä.

4.4. Timeframe

Planning: 1 May 2020 to 31 May 2021.

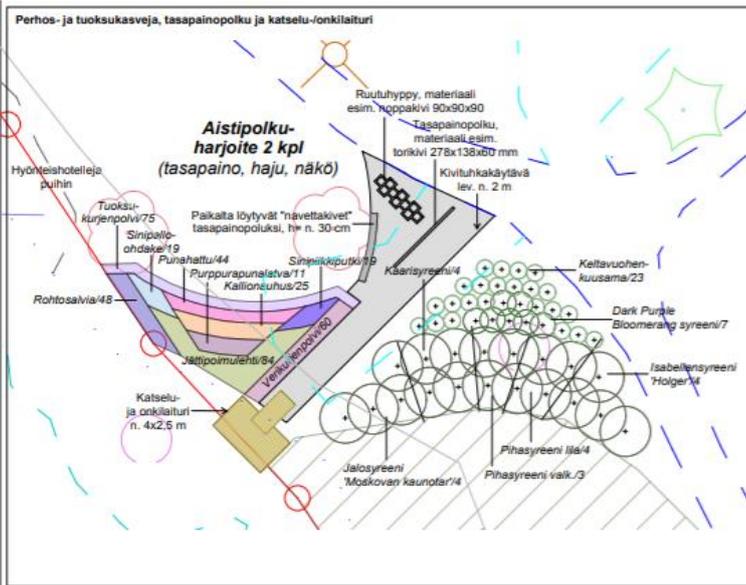
Implementation step by step: Years 2021, 2022 and 2023.

4.5. Costs, resources and funding

Cost 30 000 €, Funding 20 000 (66%) Finnish Ministry of the Environment, Sustainable City Programme, 10 000 (34%) City of Jämsä.

4.6. Risk assessment

As the funding is mainly secured, the implementation is assured within a sufficient timeframe. Some possible delays may occur because of the COVID 19 situation.



Pictures:

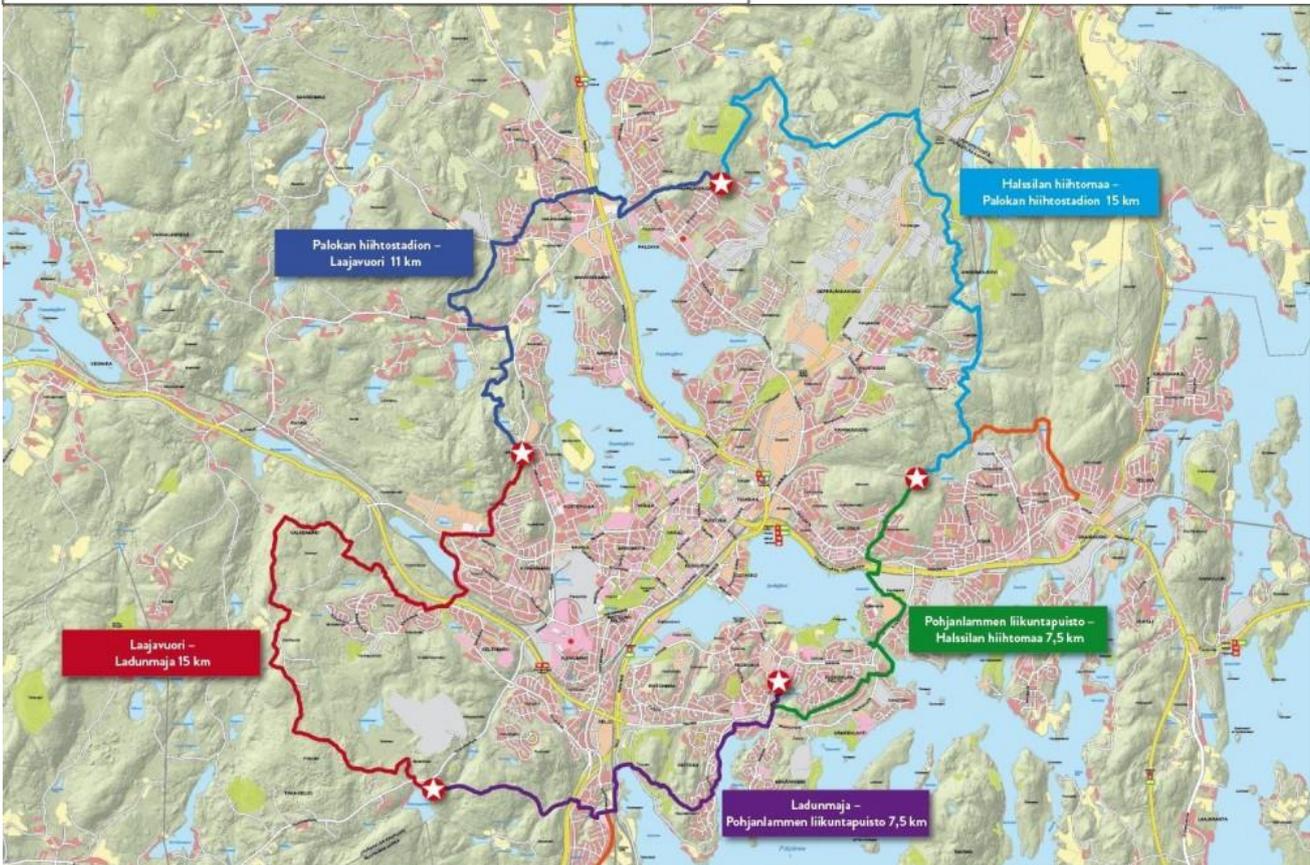
Left: Part of the draft plan of Action 4 Jämsä path of senses, showing one of the sensory stimulation exercises planned (Sarastus Oy, Jämsä). Copyright City of Jämsä, www.jamsa.fi.

Tasapainopöytä ja ruutuhyyppä tehdään kivistä siten, että ne on asennettu tasaisesti ympäröivän pinnan kanssa samaan tasoon. Paikallaan pysyvien varmistamiseksi kivet asennetaan maakoostean betoniin. Isonnista, paikalta löytyvistä "navettakivistä" tehdään kolmas tasapainopöytä n. 30 cm korkeudella maanpinnasta.

Perennastutuksille tehdään yhtenäinen, uusi kasvualusta, syvyys 40-50 cm. Istutus rajataan joko kanttamalla tai metallisella reunanauhalla. Puuvartisten kasvien alue katetaan mäntykuorikatella (paksaus n. 70 mm).

Alueen lähistölle puihin ripustetaan hyönteishotelleja, jotka on paikalliselta toimijalta (esim. Avitus, joka on ollut mukana polun suunnittelussa).

Under: The draft plan of Acton 5, Hiking & Biking trail in Jyväskylä region, showing also the idea of connectivity to another regional trails (Jani Autio). Copyright City of Jyväskylä, www.jyvaskyla.fi.



ACTION 5: HIKING & BIKING TRAIL IN JYVÄSKYLÄ REGION

5.1. The background

Interconnections and continuations of regional, recreational trail network as well as need for trail connections between recreational centers have been recognized and indicated on regional land use plan. Same needs raised as main priorities during Three T exchange of experience process. Potential of cycling and joint, multifunctional utilization of routes have also been recognized. City of Jyväskylä also has recognized the need for especially growing demand of circular biking trails.

Three T GPs Eco-Touristic trail network in Poarta Carpatilor and The network of hiking and biking trails in Transylvanian Highlands were studied during the Study visit no 5 in Romania. GP Network of hiking and biking in Transylvanian highlands presented an adaptable method in proceeding step by step and a well-functioning model for network of hiking and biking trails. These ideas have been benchmarked by this action especially, aiming to create a hiking & biking trail in Jyväskylä region.

5.2. Actions, expected results and policy impact

Action description

The trail offers a solution to the regional need for a circular recreational trail. The trail is planned to run on existing trails, paths, forest roads and sidewalks. The total length of the planned trail 58 kilometers. In the future, the trail can be connected to the trails in surrounding municipalities, forming continuous regional recreational connections. When completed, the trail will be the longest in Finland so far. It was necessary to start the planning of the trail as soon as possible after the successful benchmarking, to be able to lay the basis for a successful implementation during phase 2. During year 2021, more detailed planning is required, connected to the implementation phase of the trail.

Expected results

The trail is implemented and functioning, serving both locals and tourism.

Impact on policy change

Regional Strategy of Central Finland 2040, This activity is directly improving the implementation of the existing regional land use plan by meeting the identified needs for regional recreational contacts.

Regional Strategy of Central Finland 2040 tourism and wellbeing economy related objectives are improved. Strategy is affected by the improvement of **Regional land use plan**. This Action is directly improving the implementation of the existing regional land use plan by meeting the identified needs for regional recreational contacts and better visibility of tourism and landscape routes. It also strengthens the visibility and supports the implementation of the regional structure of wellbeing, being created in Action 1. This action is securing an effective chance of Regional land use plan as an official policy instrument. **Regional Tourism Strategy 2021-25** implementation is improved and secured.

5.3. Players involved

Responsible: City of Jyväskylä

Stakeholders: Landowners, citizens, associations, public authorities

5.4. Timeframe

1 January 2020 to 31 December 2022. Planning year 2020. Implementing years 2021-2022.

5.5. Costs, resources and funding sources

Planning costs: 59 832 €, Funding 50% Regional Development fund RCCF, 50% City of Jyväskylä
Implementing costs: Total estimated from 10 000 € to 100 000 €. Costs may vary, depending on the resources to be used. Funding City of Jyväskylä.

5.6. Risk assessment

Possible problems or delays in implementing the entity of the trail because of possible reduced operational or financial capacity caused by Covid 19 crisis.

Part IV – Monitoring and implementation of the Action plan

Action Plan implementation timeframe

ACTION	PHASE 1	PHASE 2				2022
	Semester 5 1.6.-30.11.20	Semester 6 1.12.20-31.5.21	Semester 7 1.6.-30.11.21	Semester 8 1.12.21-31.5.22	Semester 9 1.6.-30.11.22	
A1	Launching	1 st scheme	1 st scheme published for feedback	2 nd Scheme published for feedback	Approval of updated Regional land use plan 11-12/22	> 12/22
A2						
A3						> 12/22
A4	Planning	Planning	Implementing step 1	Implementing step 1 - 2	Implementing step 2	Step 3 > 2023
A5	5.1. planning	planning	5.2. implementing			> 12/22

Indicators

Document	Indicator	Monitoring
Action Plan	10000 visits/year	PP3 Regional Council of Central Finland: A1 objective of increased visits of 100/month (50%) on RCCF websites/regional land use plan and A 2 Objective of 1000 visits/month on Our path websites
A1	1. 100 visits (50% increase) / month achieved 2. Legally valid Regional land use plan 3. EuroVelo 11 initial alignment is assigned as a development principle in the plan.	PP3 Regional Council of Central Finland
A2	1. Indicator 1000 visits / month achieved 2. Institutionalizing model for GP Our path	PP3 Regional Council of Central Finland Meijän polku - Our path
A3	1. A route and a guidance plan 2. Formally established Trail network	City of Jämsä PP3 Regional Council of Central Finland
A4	1. Functioning path of senses	City of Jämsä, PP3 Regional Council of Central Finland
A5	1. Functioning hiking & biking trail	City of Jyväskylä, PP3 Regional Council of Central Finland

Main indicator 10 000 visits/year justification

The main indicator for the Action plan set by PP3 in the Three T Application form is 10 000 visits/year. Facing the universal COVID19 situation and the ongoing regional constraints for ex. public gatherings are strongly affecting the number of visits to places. In this situation, virtual website visits are considered to be the best way of monitoring the indicator.

Actions 1 and 2 cover the whole region and they are enhancing the objectives set on this Action plan regionwide. The indicator of Action 1 has been set to measure and to monitor the increased common interest of regional stakeholders in the theme of regional structure of wellbeing as an important element in land use planning. The websites of RCCF/regional land use plan are the official sites producing up-to-date information considering regional structures of wellbeing and regional land use planning. Current amount of visits is 200/month, so this indicator sets up a goal of 50% increase in number of visits. The main indicator of Action 2 is the amount of 1000 visits/month on Meijän polku - Our Path websites, showing the increased regional interest for the subject. The webpages of Meijän polku - Our path have been established as an interregional platform for the thematic -related source of information. Number of visits on these two main sites together can cover the demand of minimum 10 000 visits/year, which is the desired impact of this Action Plan, to be monitored.



This Action Plan will be monitored by Regional Council of Central Finland

Date: 30 March 2021
Name and position : Pekka Hokkanen
Acting Regional Mayor

Signature:

Stamp of the organisation (if available):



Appendix: Summary tables of the Actions

Three T Macro Categories

MC 1. Infrastructure and service to/along the trail

MC 2. Soft-mobility transport means

MC 3. Information and communication support to trail visibility

MC 4. Trail management and governance

The Actions of this Action plan can be classified by four main Three T Macro Categories defined for the Good Practices. The classification by categories has been made according to the model applied in Three T project. The Macro Category classification is presented in the Summary tables in this Appendix.

A1. REGIONAL STRUCTURE OF WELLBEING IN REGIONAL LAND USE PLAN – UPDATING PROCESS 2020 -2022	
Policy impact: Strategy context	Regional Strategy of Central Finland 2040: Wellbeing, Regional structure and accessibility, Tourism Regional Land use plan Three T indicator of PP3 10000 visits / year
Source of inspiration: GPs earmarked, Exchange of experience	Iron Curtain Trail (PP8), Constellation of good places (PP5), Eco-Touristic trail network in Poarta Carpatilor (PP7), The network of hiking and biking trails in Transylvanian Highlands (PP7) Parks & Museums of Val di Cornia (LP, PP2), partner feedback SV3 Finland and TS1, TS5, Study visits 2,4,5,6, Tutoring sessions 1,2, 3.
Three T Macro Category relevancy	MC 1. Infrastructure and service to/along the trail, MC 2. Soft-mobility transport means MC 3. Information and communication support to trail visibility MC 4. Trail management and governance
Players involved R/responsible ST/stakeholders	R/Regional Council of Central Finland as responsible body for regional planning ST/Public and private authorities, institutions, associations and citizens of the region (Statutory stakeholders in land use planning process)
Timeframe	5/2020 to 12/2022, Preliminary activity Nature ecosystem services in Central Finland LEKSA 1/2020 to 12/2020
Costs and funding	Not specified: Regional land use plan updating costs are covered by standard budget of RCCF, Resources 5 experts 47 800 € total Nature ecosystem services in Central Finland: 23 900 € Central Finland Regional Development fund, RCCF 23 900 € JAMK University of Applied Sciences
Results / Impacts	1. Regional land use plan as a policy instrument is changed 2. Indicator 100 visits / month achieved, indicating the Three T indicator of 10 000 visits / year (with A2) 2. Nature ecosystem service elements have been identified in regional planning process 3. Regional structure of wellbeing is presented as a thematic regional structure and wellbeing-related development principles are included in the legally valid Regional land use plan. 4. EuroVelo 11 initial alignment is assigned as a development principle in the legally valid Regional land use plan. Land use solution for enhancing the implementation of EuroVelo 11 East Europe Route in Central Finland has been created.
Risk analysis	No major risks identified in implementation affect the project. Possible risks: 1. Some of the development principles are not supported by official decision making bodies. 2. Updating process may be delayed. 3. Juridical procedures after approval of the plan: Appeals to administrative courts. These possible procedures may have an effect on the final contents of the plan and will cause a possible delay of one to two years before achieving a legally valid regional land use plan. Solution: Risks can be prevented or minimized by active participatory and involvement of all the stakeholders and by open, transparent and interactive planning process.

A2. REGIONAL COORDINATION SYSTEM MODEL: OUR CENTRAL FINLAND	
Policy impact: Strategy context	Regional Strategy of Central Finland 2040: Wellbeing, Regional structure and accessibility, Tourism Regional Tourism strategy 2021-25 Three T indicator of PP3 10000 visits / year
Source of inspiration: GPs earmarked, Exchange of experience	Constellation of good places (PP5), Eco-Touristic trail network in Poarta Carpatilor (PP7), The network of hiking and biking trails in Transylvanian Highlands (PP7), Parks & Museums of Val di Cornia (LP, PP2), Study visits 4,5,6, Tutoring sessions 1,2,3. Partner feedback SV3 Finland and TS 5, tutoring of GP Our path.
Three T Macro Category relevancy	MC 1. Infrastructure and service to/along the trail MC 3. Information and communication support to trail visibility MC 4. Trail management and governance
Players involved R/responsible ST/stakeholders	R: JAMK University of Applied Sciences, co-operative institute LIKES Research Centre for Physical Activity and Health ST: Subject-related entrepreneurs, associations, public authorities, citizens of the region
Timeframe	3/2021 to 3/2022
Costs	60 000 €
Funding	30 000 € Regional development fund RCCF 30 000 € JAMK and LIKES
Results / Impacts	1. Regional Tourism Strategy improvement will be realized 2. Indicator 1000 visits / month achieved, indicating the Three T indicator of 10 000 visits / year (with A1) 3. Solution for institutionalizing GP Our path -model ready to put in action 4. Solution for Regional coordination of trail infrastructure and recreational and tourism use on trail network to put in action 5. New public-private partnerships in sustainable utilisation of wellbeing infrastructure
Risk analysis	No major risks in accomplishing the project. More regional or subject-related negotiations or targeted projects may be needed during the implementation phase.

A3. HIMOS RECREATION AND TOURISM CENTER OPERATIONAL ACTIONS	
Impact on Policy instruments: Strategy context	Regional Strategy of Central Finland 2040, Regional Tourism strategy 2021-25, Central Finland Regional land use plan Regional Covid19 Recovery operational programme 2020-22
GP lessons learnt	Eco-Touristic trail network in Poarta Carpatilor (PP7), The network of hiking and biking trails in Transylvanian Highlands (PP7), partner feedback SV3 Finland, Study visits 5, 8
Three T Macro Category relevancy	MC 3. Information and communication support to trail visibility MC 4. Trail management and governance
Players involved R/responsible ST/stakeholders	R: City of Jämsä, ST: Himos recreational and tourism center, entrepreneurs, associations, citizens, landowners, public authorities
Timeframe	3/2021 to 12/2022
Costs	505 520 €
Funding	454 968 € (90%) National Funding of Ministry of Economic Affairs and Employment of Finland, addressed to regions for Supporting sustainable growth and vitality in the regions AKKE, RCCF 50 552 € (10%) City of Jämsä
Results / Impacts	1. A route plan and a guidance plan with maps for the Himos-Jämsä region. 2. Trail network is formally established. 3. Establishment of a permanent operating model, responsible for the maintenance and further development of the trails
Risk analysis	No major risks in implementation of the project

A4. JÄMSÄ PATH OF SENSES	
Impact on Policy instruments: Strategy context	Regional Strategy of Central Finland 2040: Wellbeing, Pilot Action of National Sustainable City Programme
GP lessons learnt	Anaga Trail of senses (PP10), Study visit 8
Three T Macro Category relevancy	MC 1. Infrastructure and service to/along the trail MC 2. Soft-mobility transport means MC 4. Trail management and governance
Players involved	City of Jämsä
Timeframe	5/2020 to 12/2023. Planning 2020 -2021. Implementing step by step 2021 to 2023
Costs	30 000 €
Funding	20 000 € (66%) Finnish Ministry of the Environment, Sustainable City Programme 10 000 € (34%) City of Jämsä
Results / Impacts	1. Path of senses planned, exploiting the GP model of Anaga Trail of senses 2. Path of senses is implemented and functioning in Jämsä City
Risk analysis	Because of Covid19 restrictions, the implementation process of the planned path may be delayed. As the funding is mainly assured, the implementation is secured in a sufficient timeframe.

A5. HIKING & BIKING TRAIL IN JYVÄSKYLÄ REGION	
Strategy context	Regional Strategy of Central Finland 2040, Wellbeing Regional Tourism strategy 2021-25, Central Finland Regional land use plan: Development need for regional recreational trail network
GP lessons learnt	Eco-Touristic trail network in Poarta Carpatilor (PP7), The network of hiking and biking trails in Transylvanian Highlands (PP7), Study visit 5
Three T Macro Category relevancy	MC 1. Infrastructure and service to/along the trail MC 2. Soft-mobility transport means MC 3. Information and communication support to trail visibility MC 4. Trail management and governance
Players involved R: responsible ST: Stakeholders	R: City of Jyväskylä ST: Landowners, citizens, subject-related associations, Visit Jyväskylä region, public authorities
Timeframe	1. Planning 1/2020 to 12/2020 2. Implementing 1/2021 to 12/2022
Costs	1. 59 832 € 2. estimated 10 000 to 100 000 € Total estimated 160 000 €
Funding	1. 29916 € (50%) Regional Development fund RCCF, 29916 € (50%) City of Jyväskylä 2. 10 000 – 100 000 € City of Jyväskylä (estimated)
Results / Impacts	1. Regional strategy aims on wellbeing will be realized 2. Regional land use plan development principles will be realized 3. Regional Tourism Strategy improvement will be realized 4. Hiking & biking trail plan accomplished 5. trail implemented and functioning, serving both locals and tourism
Risk analysis	Possible problems or delays in implementing the entity of the trail because of possible reduced operational or financial capacity caused by Covid 19 crisis.