



## THE SNOW CASTLE OF KEMI - SUCCESS STORY OF FINNISH TOURISM

**For the past two winters the gigantic Snow Castle in the City of Kemi has been a major success story in Finnish tourism. Its popularity has exceeded all expectations and over 600 000 guests from 74 different countries have visited these enormous and fabulous buildings!**

The City of Kemi, home of the Snow Castle, is by far the northernmost member of the UBC. It is situated at the top of the Gulf of Bothnia less than 100 km south of the Arctic Circle. It is Lapland's maritime gateway and has been mainly known as traditional industrial town exporting paper, cardboard, pulp and sawngoods to international markets.

In the beginning of 1994 the city came up with an innovative idea: how about building the World's Greatest Snow Castle?! And this idea become true two years later in 1996! The first Castle was a huge success with close to 300 000 visitors.

- Before building the Castle, we expected something like 30 000 visitors, says the Deputy Mayor and Director of the SnowCastle project, Mr. Jorma Virtanen.

Word of the SnowCastle has winged its way via international media throughout Europe and the rest of the

World, including America as well as distant and exotic places such as Virgin Islands, Togo, Thailand, China, Taiwan, Chile, Peru, South Africa, the United Arab Emirates, Saudi Arabia, New Zealand, Australia...

The area of the Castles has varied from 13 000 to 20 000 square meters. There have been hundreds of meters of walls and the highest towers have been over 20 meters high. Inside the castles, there have been numerous "rooms" with e.g. a chapel, restaurant, adventure land and art hall.

Mr Virtanen reminds that the SnowCastle is much more than a gigantic snow structure. It is also an exciting work of art in ice and snow, not to mention the brilliant performers

including opera singers, operetta stars, dancers that have performed in the Castle. Therefore the SnowCastle is also called "A fabulous cultural centre in the deep Northern winter". In other words, the Castle is an exceptional open air cultural festival scene in winter time in whole Scandinavia.

- Next winter the Castle will be roughly the same size as last winter but also totally new ideas will be introduced, Mr. Jorma Virtanen promises. Kemi's new SnowCastle will be open ~~from 7th of February until 13th of April 1998.~~

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## GARDENS OF ANCHOR - URBAN PILOT PROJECT OF THE CITY OF LAHTI

**The City of Lahti in Finland seeks URBAN financing for restructuring a lake shore area. The Project is named as 'Gardens of Anchor' and it focuses on the following aspects of redevelopment in the Lahti Anchor shore area.**

**Image of Lahti** - Lahti is considered a modern inland city without history. The lake shore industrial buildings represent the most essential part

of the history of the city of Lahti.

**Preservation of cultural heritage** - Lahti city will lose essential part of it's cultural heritage if industrial buildings of Anchor won't be taken to use in time.

**Unemployment** - New jobs must be found from different sectors than traditional industry or public services.

**Age structure and level of education** - Lahti needs young educated people to create new kinds of perma-

nent jobs.

**Strategy of gardens of anchor**

"Gardens of Anchor" emphasises cultivation and growth intended for both human and natural resources. Within this umbrella concept there will be a number of activities integrated to the preservation of cultural heritage and environmental issues. The aim is to find new pathways of development



by means of innovation, networking and synergy. The professional, cultural and scientific services of Gardens of Anchor will make the place attractive. Gardens of Anchor will form a new kind of innovative and social urban community, where modern people will desire to live and work. Gardens of Anchor located by the ecologically renovated Lake Vesijarvi connects the urban life to the rich Finnish lake and forest nature and brings new environmental ideas to creative work.

Gardens of Anchor form a link between the past, the present and the future: history - events and exhibitions - research, product development and virtual activities.

**Future jobs and education** - The target is to raise the level of education and know-how in Lahti. The Gardens of Anchor project gathers together development potential and expertise that already exist in some form in Lahti. Lahti Polytechnic will link studies and employment by helping students to create their own enterprises in Gardens of Anchor already during their studies. The project will create new kinds of possibilities for employment based on networks, small enterprises and co-operatives in the fields of e.g. information systems and arts and crafts. The generator for new jobs will be international virtual enterprises. The innovative educated entrepreneurs will be potential employers for also less educated people. After getting started Gardens of Anchor will function as a magnet for new enterprises which benefit from the image and services of Gardens of Anchor.

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## BUSINESS DEVELOPMENT NETWORK IN LÜBECK

**Strengthening the links between the regions was the main driver when datalink LS was officially launched by former head of Malmöhus county Ann-Cathrine Haglund and Schleswig-Holstein Minister Gerd Walter back in September 1995.**

Within the last 1 ½ years datalink LS has grown from a vision to practical application. With offices in Lübeck (D) and Skurup (S) the project is on the way to become a business development network in the Baltic Sea area with further participants from Denmark and Finland as well as from the Baltic countries.

The aim of the project is to support SME's when entering new markets around the Baltic Sea by providing them with information and contacts. In order to react flexible to the require-

ments special attention is paid to the latest development in information technology. Consequently the Internet, Video-Conferencing and groupware play a major part in our project.

In the meantime datalink LS has gone beyond its core aim by also strengthening the links of the higher educational institutes in our regions. The Lübeck polytechnic and Lunds University are currently working on a mutual study course in the area of transport and logistics - partners brought together by datalink LS.

Further project partners are welcome to join!

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## DAUGAVPILS - TAMPERE WATER PROJECT

**Daugavpils, the second largest city in Latvia with about 125.000 inhabitants, is developing its water supply with 45 MUSD, financed by WB, NEFCO, EU-Phare, Scandinavian and Latvian Governments.**

With the money Daugavpils Water and Wastewater Enterprise (DWWE) will develop ground water utilization by constructing a new wellfield and renovating existing wells. The target is to stop exploiting the Daugava river as a raw water source due to different problems with water quality and old treatment facilities. The new biological wastewater treatment plant, with a capacity of 60.000 m3/d, will be constructed in order to improve the environmental situation of the River Daugava. Also some pumping stations

and parts of the networks will be renovated. Tampere Water and Sewage Works (TWSW) is supporting DWWE with the project and primarily through consulting DWWE with its financial and operational development to improve DWWE's operational efficiency and financial sustainability.

The twinning arrangement between the water utilities is financed by the Finnish Ministry of Environment and will last until the end of 1998. The total budget is 1.2 MUSD. Twinning agreement was signed at the beginning of 1996 and it includes the frames for the activities and follow up of the work. Both sides have nominated twinning coordinators and also almost all department heads have counterparts.

**Differences and Similarities**  
Economically and operationally



Tampere and Daugavpils water enterprises are different. TWSW is a profitable organization collecting all of its income from water tariffs delivering annually 7-8 MUSD to its owner (City of Tampere). However DWWE is supported by the city of Daugavpils due to too low water tariffs, which finally that DWWE is financed partly by using municipal taxes.

Typical of western water utilities TWSW buys a lot of services from outside organizations, e.g. transportation, excavation, some construction contracts, book-keeping, computer cpu-time. Due to an undeveloped local service supply DWWE has to maintain almost all these functions inside its own organization, which means that the number of staff needed is relatively 3-4 times higher than in Tampere.

There is a great difference in inhabitants attitude to pay for water. In Finland water utilities normally have no major problems with collecting money, and in the case of any failure, the house connection valve is easy to close. It is important to influence public opinion so that everybody under-

stands that there is no free of cost water, and water supply is always paid by somebody, mainly by the citizens themselves either through taxes or in water tariffs.

Technical solutions are relatively similar in both utilities and e.g. in the future more and more raw water will be exploited from ground water sources, while old surface treatment units will stand as spare and emergency plants. Also, wastewater treatment will, on both sides, will use conventional biological treatment processes. Technically parallel solutions make a good base for training.

#### **Training and knowledge transfer**

The twinning arrangement between the water utilities makes a good base for on-the-job training. Several DWWE's specialists have worked in Tampere in similar jobs to their own ones in Daugavpils: wastewater treatment plant, water purification plants, network maintenance, laboratory. English language skills on both sides is limiting the possibilities to organize this

kind of training but until now language has not been an insuperable problem.

On the job training also takes place in Daugavpils; a combined working group formed from plumbers and welders from Tampere and Daugavpils will renovate an old ground water pumping station. On-the-job training with a partner water utility provides an excellent possibility for knowledge transformation. In this case this form of training was successful due to high motivation of DWWE's specialists to learn new things.

#### **The future**

Fruitful co-operation between the Tampere and Daugavpils water utilities will last until the end of next year. Three years is not a long time to raise the efficiency and economical sustainability of DWWE, which is over 100 years old, but already certain development has taken place. Operational efficiency, economical stability and customer relationships are key areas where Tampere personnel will work next year in order to help their partner become one of the most efficient water utilities in the Baltic region.



## **BALTIC POINT IN ROSTOCK**

**At present, the BALTIC POINT project is under design. The concept is to coordinate common instruments of transnational tourist city marketing within the Baltic Region. An application to the ECOS/Ouverture Programme is intended.**

The BALTIC POINT shall grow on the bases of the project "What happens in the Baltic?" started in May 1995. Since then six employees have built up close partnerships throughout the whole Baltic region. The project exchanges information about cultural events with tourist centres of all the Baltic countries, and therewith aims at the advancement of cultural exchange, tourism and - last but not least - economy of all Baltic neighbours.

Already well-known projects are a monthly calendar of events, named

"What happens in the Baltic?" and the leaflet "Baltic Ferry Connections 1997" containing the arrival and departure hours of the ferries to and from Rostock.

At 2-4 May 1997 in Rostock the project group invited to the workshop BALTIC TREFF. Participants from Ringsted/ Denmark, Kalmar/ Sweden, Szczecin/ Poland, St. Petersburg/ Russia, Tallinn/ Estonia, Vilnius/ Lithuania, Riga/ Latvia and Rostock/ Germany, all of them representatives of city or regional tourism departments took part in this meeting within the framework of the European Week in Germany.

Every speaker presented her/his region under tourist respect and explained methods and development of tourist city marketing put into practice there. The participants agreed upon

future tasks as there are the enlargement of the monthly calendar "What happens in the Baltic?", to build up a real network for cooperation in Baltic tourism, and to establish a Baltic Point in Rostock as the co-ordinating office of the network.

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