

ECTN INTERREG III C Project

Template for Contact details (as per Microsoft Outlook)

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Template for case studies

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Summary of Case study	<p>Each year some 3 million people visit the archipelago.</p> <p>Skärgårdssmak is a project which aims at offering these visitors all the best from the archipelago - savoury raw produce and food stuffs, top-quality handicraft and delicious restaurant food.</p> <p>Interreg IIIA has been created to contribute to a lasting development of the Skärgården.</p>
Organisations concerned	Region Åboland r.f.-Turism
Case study detail	<p>About Skärgårdssmak</p> <p>The archipelago along the coast of Svealand, of Finland proper, West Nyland and Åland with the help of EU subsidies will obtain a distinctive image. Bilingual area.</p> <p>The project has the ambition to create and market a regional identity and also to stimulate and develop small-scale business enterprises in the area. Skärgårdssmak is presently run as a project and will be so until December 31, 2006. Financing is provided by: The EU via Interreg IIIA, national authorities in</p>

Sweden, Åland and Finland, private funding, e.g member fees (fees are based on the turnover of all member companies and vary between 500 and 3600 euros a year). There are two project owners: Associations Skärgårdssmak Finland and Skärgårdssmak Sweden. All participants are subordinates of one of the two.
Many other projects.

Good raw produce is the basis of good food

White wave is the trademark of Skärgårdssmak
Every Skärgårdssmak restaurant wants to treat its guests to courses which taste of the archipelago. They mix new trends with well-tried more traditional archipelago dishes and prefer using local raw produce. "Slow food".

Growers and breeders in the archipelago can seldom work large areas or quantities – nature puts an end to that. Instead they can focus on improving the taste of the raw produce – fish straight from the sea, vegetables from a nearby garden and lamb from local breeders. New potatoes! Hygienia.

Craftsmen

Shops are the heart of the archipelago community
Local craftsmen make utility goods of all sorts of materials: wood, fabric, wool, leather, metal and clay. They are often inspired by the unique landscapes of the archipelago when designing and deciding colours for their products.

Handicraft products make excellent souvenirs - you can take a piece of the archipelago with you when you go home. You will find craftsmen in all parts of the archipelago, as well as Skärgårdssmaken shops.

The shop is the heart of a thriving archipelago community

In the shop locals and visitors meet to find out what is going on in the community.
Functioning as a purveyor of fine archipelago products is the key role of an archipelago shop. All Skärgårdssmak shops go in for a wide selection of archipelago products.

Activities

There are many kinds of activities in the archipelago, for example:

	<ul style="list-style-type: none"> • Fishing • Bicycling • Swimming • Sailing • Canoeing • Island hopping <p>...all around the year</p> <p>Skärgårdssmak is concerned about the environment. All members have had special training and are committed to protecting the environment and reducing environmental hazards.</p>
Outputs	<p>Region Åboland r.f.-Turism Turunmaan Seutu r.y.-Matkailu Niclas Gestranus turistchef-matkailupäällikkö niclas.gestranus@parnet.fi tel. +358 40-5826941</p>