# Water activities project is looking for partners

#### Partners

Finland: LAG Karhuseutu, LAG Pyhäjärviseutu, LAG Lounaplussa

## Background

In Finland we have a great variety of natural waters (the sea, rivers, lakes etc). The economic benefit of different kinds of water activities is quite weak and requires improvement.

## Objectives

- Benefit the local resources
- Create more activities to local people
- Encrease the water activities based on tourism
- Create innovative activities in our areas
- Get more users to the activities and to the sites
- Spread information on different water activities to partner areas

#### Joint Actions

- To participate in the partners' different events
- To exchange the good practices and experiences; water activities seminar/workshop

## Local Actions in Finland

- Organise study trips
- Make marketing material; brochures etc
- Develop events:
  - o Lag Karhuseutu; to be organised by the project coordinator together with local actors
  - o Water Hockey; Lag Lounaplussa; to be organised by local actors
  - o Stand Up Paddling (SUP); Lag Pyhäjärviseutu; to be organised by local actors

Contact:

LAG Karhuseutu Jaana Mälkki ,coordinator of TNC <u>jaana.malkki@karhuseutu.fi</u> Tel. +358 440 926 926 www.karhuseutu.fi

