

## Round Table “Sustainability and Synergies of Creative Industries and Cultural Tourism ”

Graduate School of Management, St. Petersburg State University  
(Volkhovskiy per. 3, St. Petersburg)

Thursday, 4 April 2019, 14.30 – 16.30

### PROGRAM

#### Moderators:

**Elena Bogdanova**, Director, Open-air museum “Kizhi”

**Ilze Gailite-Holmberg**, Senior Adviser, Northern Dimension Partnership on Culture

**14:30–14:35**      **Opening remarks:**

**14:35–16:10**      **Presentations:**

**Development of cultural and industrial tourism in the Vologda region**

Natalia Poppel, Head of corporate, social responsibility and branding, Severstal, Russia

**Towards sustainable and responsible tourism connecting cultural experiences with nature – Examples from Tavastia Region**

Minna Takala, Häme Regional Council, Finland

**The center for social innovation in the museum – the practice of cultural intervention**

Lyudmila Komarovskaya, Head of the Center for Social Innovations in the Culture of Arkhangelsk, Head of the Program Coordination Department of the State Museum Association "Art Culture of the Russian North"

**Creative Industries as an opportunity to Develop Cultural Tourism**

Ieva Šiušaitė, Member of the Board of National Association of Creative and Cultural Industries, Director of public institution "Trakų Vokė Manor, Lithuania

**Development of small territories through socio-cultural projects**

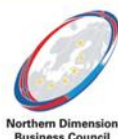
Marina Mikhailova, “Garant” Center Director

Organisers:

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Association  
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**How to facilitate synergies and development between tourism and cultural & creative industries businesses?**

Janis Sijāts, Vidzeme Tourism Association, Latvia

**From multifaceted socio-cultural activities to the development of entrepreneurship and sustainable development of small territories**

Gracheva Olga, Executive Director of the NGO for the development of individual creativity and creative industries "Creative projects "Kaikino" of the Leningrad region

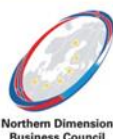
**16:10—16:30 Discussion, development and adoption of final recommendations**

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