



King's Road Renaissance: new dimension and digital tools

Info event 30.3.2021



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

Funded by the European Union, the Russian Federation and the Republic of Finland.



South-Eastern Finland
University of Applied Sciences

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- 10.00 Opening. Mia Hämäläinen, Regional Council of Kymenlaakso. Andrey Kashin, Committee on IT and communication of St. Petersburg
- 10.10 King's Road route: past, present, future. Mia Aitokari, King's Road Association
- 10.25 King's Road Renaissance project: main objectives and outputs.
Ekaterina Gorelkina, South-Eastern Finland University of Applied Sciences
- 10.35 Cross-border cooperation along the King's road.
Maria Kuzko, Non-commercial Partnership "European-Russian InnoPartnership" (ERIP)
- 10.50 King's road: new opportunities and virtual instruments for business.
Yury Nurulin, Peter the Great Saint-Petersburg Polytechnic University
- 11.05 King's road digital platform.
Santeri Saarinen, Metropolia University of Applied Sciences, Helsinki XR Center
- 11.20 Discussion, questions
- 11.30 Closure



Photo: Mia Aitokari

Basic information

- King's Road Renaissance: new dimension and digital tools
- Funding: South-Eastern Finland – Russia ENI CBC
- Duration: 23 months (1.1.2021-30.11.2022)
- Total budget: 573 877 €

Project partners



Other partners



LENINGRAD
REGION



Kuninkaantie
Kungsvägen





Photo: Retkipaikka

Project objectives

- To increase awareness and attractiveness of King's Road
- To improve competitiveness and competence of SMEs
- To improve cross-border cooperation in King's Road regions
- To modernize King's Road ecosystem and cooperation conditions; to develop new methods and digital tools for preserving and enhancing experiences of common historical heritage



Activities and roles

Renascence of King's Road cross-border cooperation and ecosystem / ERIP

King's Road offers new opportunities and virtual instruments for business development /
Polytechnic University

Virtual interactive King's Road Platform as a tool for improving historical heritage, tourism
& business cooperation. / Metropolia UAS & XAMK



Main results

1. Better competitiveness, capacity and competences of SMEs operating in the King's Road
2. The model of effective functional King's Road ecosystem modernized in close cooperation with regional authorities, business and cultural stakeholders.
3. Methods and digital solutions for enhancing the potential of sustainable business collaboration and preserving the shared historical heritage have been developed, tested and evaluated. The possibilities and competences of using technology for business, tourists and public and regional organizations are expanded.



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