



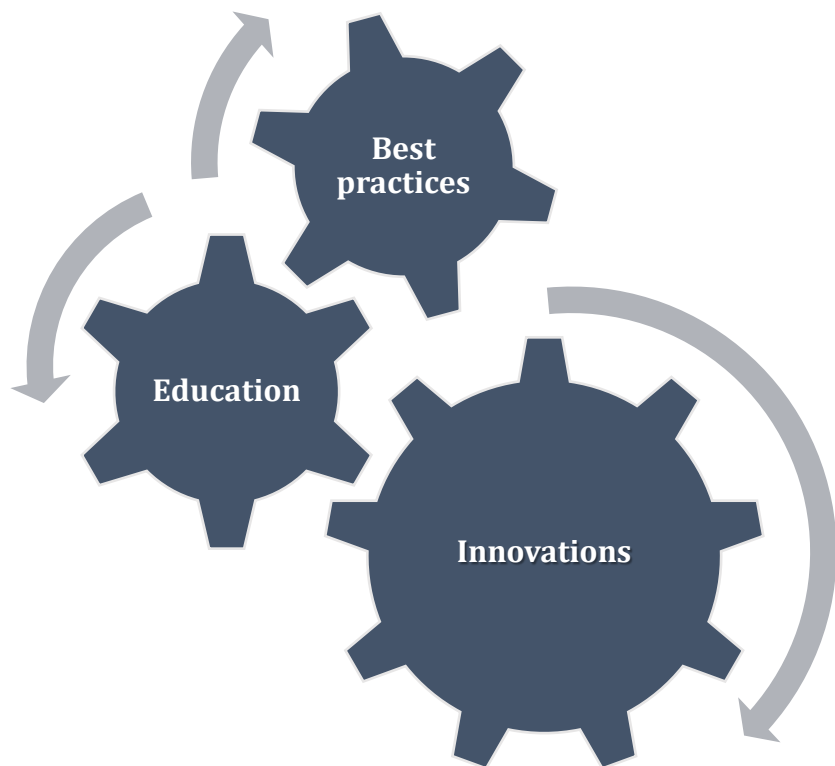
KING'S ROAD RENASCENCE: NEW DIMENSION AND DIGITAL TOOLS (King's Renaissance KS 11135)

Cross-border cooperation along the King's road

**Non-commercial Partnership
“European-Russian InnoPartnership”**

Maria Kuzko
Executive director

Non-commercial Partnership “European-Russian InnoPartnership” (ERIP)



Established in December 2007 as a meeting point of European-Russian cooperation in innovation sphere;

Broad partner's network (**13 partners**);

1 project is currently at their active stage of implementation;

1 project was successfully completed in 2020;

1 project is being provided with consulting services for management and financial management;

1 project is being provided with expert support;

1 project was launched in 2021.

All projects are receiving comprehensive support from the Committee for IT and Communications at all implementation stages

WP 2: Renaissance of King's Road cross-border cooperation and ecosystem

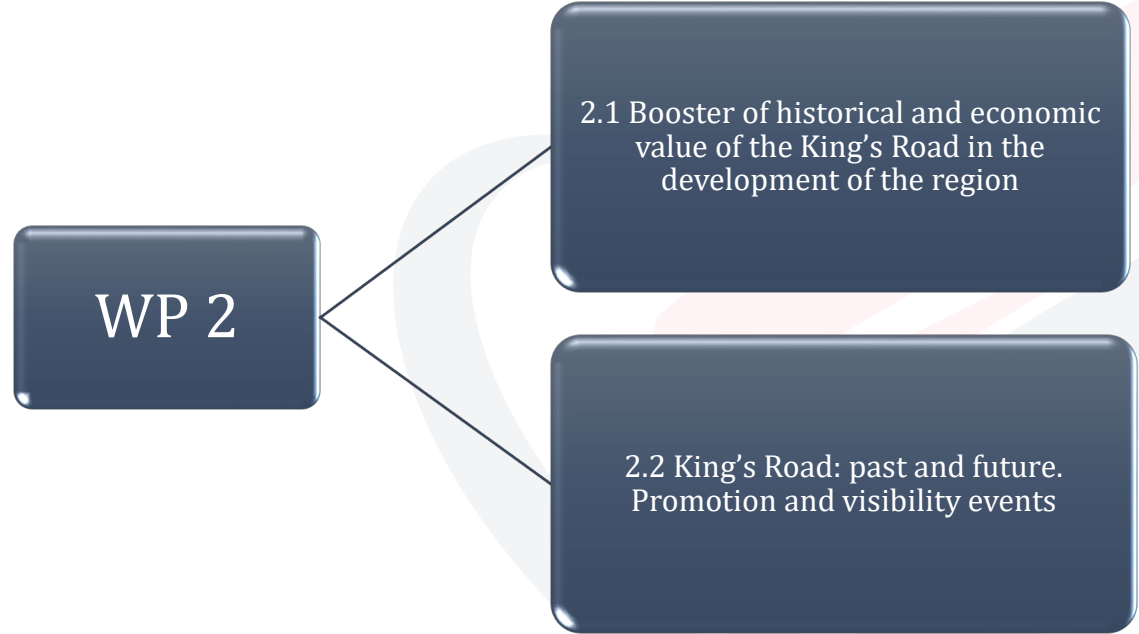


InnoPartnership will actively participate in:

- ✓ planning, organization and implementation of project activities in Russia in close cooperation with Lead Partner and Partners;
- ✓ organization of workshops and study trips for Russian and Finnish regional and business representatives;
- ✓ collection data of awareness and attraction of King's Road for business and tourists in Russia;
- ✓ organization of benchmarking and cooperation meetings with other projects in Russian side.

WP 2: Renaissance of King's Road cross-border cooperation and ecosystem

Aim: Improvement and modernization of exiting cooperation between regional stakeholders to new effective and higher level by identifying and sharing best expertise and practices



2.1 Booster of historical and economic value of the King's Road in the development of the region



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

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



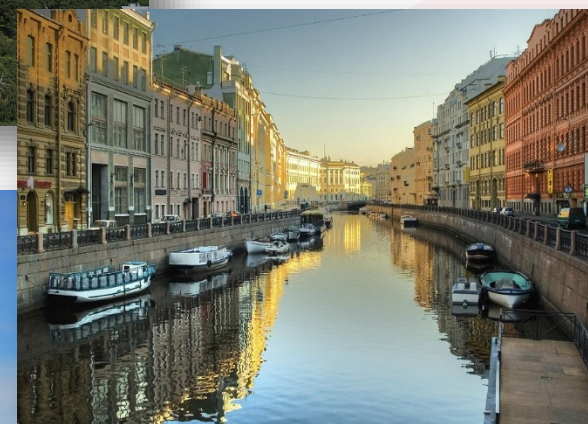
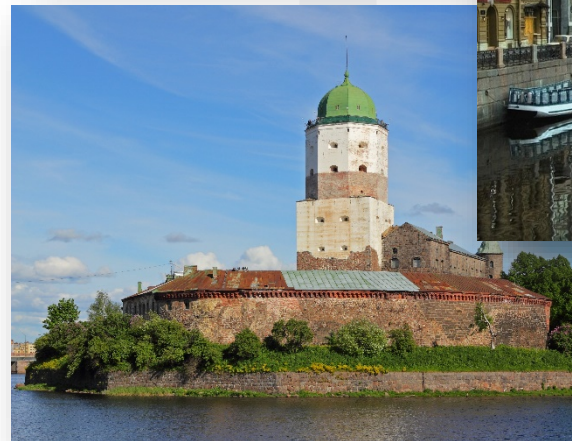
Data collection and analysis of awareness and attraction of King's Road region for business and tourists.

Analysis of results and best practices of previous projects.

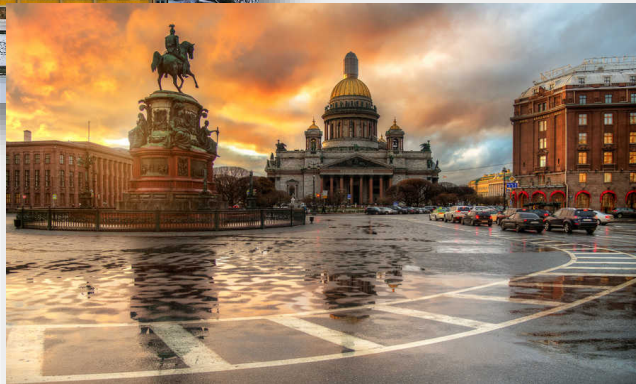
Workshop I and study trip to Kotka (visit of King's Road cities in Finland).

Workshop II and study trip to St. Petersburg.

Benchmarking and cooperation meeting with other projects in the field of the project.



2.2 King's Road: past and future. Promotion and visibility events



- Promotion and visibility project events in frame of large local and international events in Finland and St. Petersburg: Tourism fairs, summer festival Merikotka, SmakuFestival/Porvoo.
- King's Road show in Finland and Russia: visibility events in St. Petersburg/ Leningrad region and in South-East Finland and Helsinki-Uusimaa region.

WP 2 outputs



Activity 2.1:

- ✓ Collected and analyzed data of existing awareness the attraction of King's Road region as well as analyzed results of previous project in the field of King's Road.
- ✓ Organized two workshops and study trips for stakeholders and business representatives. Common understanding of historical and economic value of the King's Road in the development of the region.

Activity 2.2:

- ✓ Organized promotion and visibility project events in Finland and St. Petersburg: Tourism fairs in Finland and Saint-Petersburg.
- ✓ Merikotka, SmakuFestival/Porvoo; King's Road "touring show" in Finland and Russia; six visibility events in St.-Petersburg/Leningrad region and Finland and two dissemination seminars in St. Petersburg and Kotka/Kouvola.

WP 2 outputs

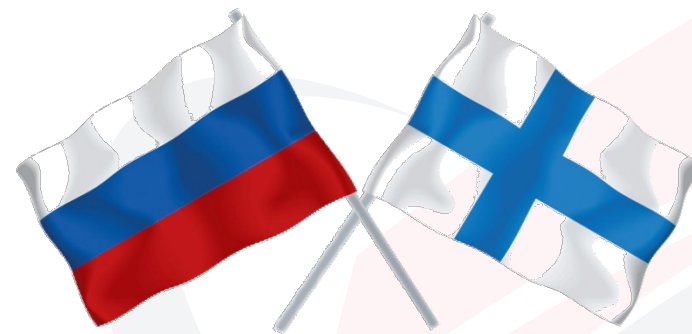


Increased awareness and attractiveness of the King's Road region.

Common understanding of historical and economic value of the King's Road in the development of the region.

Best expertise and practices shared on international level.

Improved existing cooperation between regional stakeholders.





Thank you for your attention!

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