

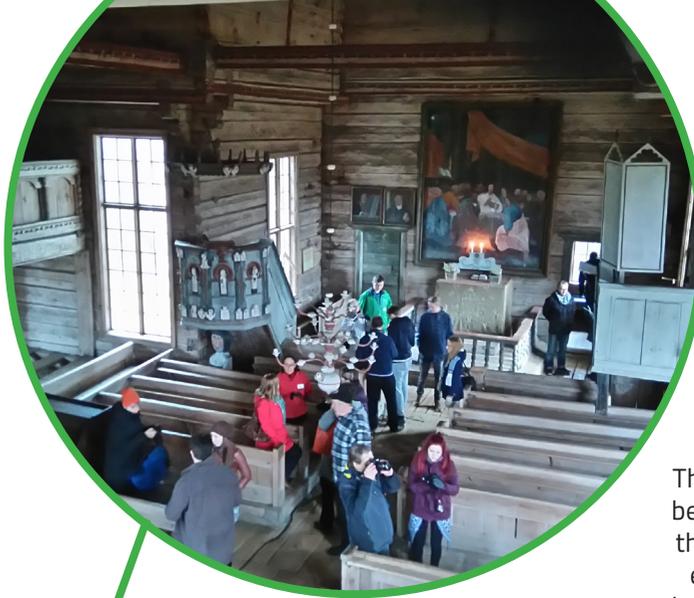
New Energy from World Legacy for Central Finland



Unesco sites should prove of interest also to residents of Central Finland

Unesco World Heritage sites attract people from all over the world. Up to a million tourists visit interesting world heritage sites in Japan, India or China annually. The remoteness of the sites locations is not a problem. Finland has seven world heritage sites. Two of them are located in Central Finland: the Struve Geodetic Arc and the old church of Petäjävesi.

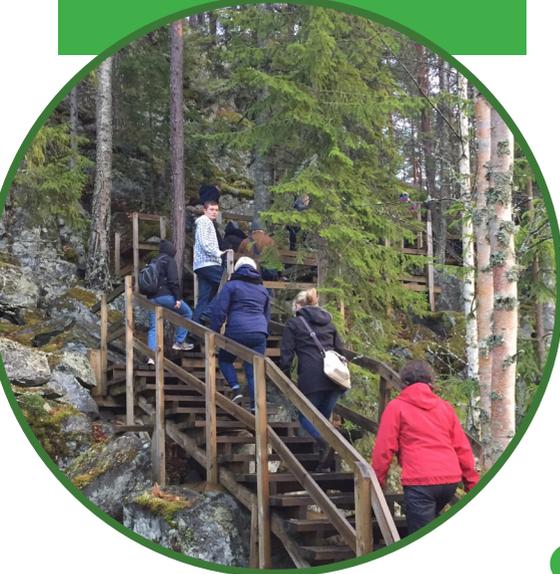
The main goal of this project is to revitalize the World Heritage sites of Central Finland and provide a boost to the surrounding localities



The goal of the World heritage sites' boost to local services-project is to attract more people to two world heritage sites in Central Finland: the church of Petäjävesi and the Struve Geodetic Arc in Oravivuori



The world heritage sites will become a joint venture of all the actors of the area when everybody participates in developing and marketing the project. We will work closely with other actors of Finnish world heritage sites and see how national and international know-how could benefit our project. *sit amet, sumo iusto inciderint eam ea, ad pro.*



The goal of this three-year project is to create a foundation and develop practices in order to increase the visibility of these world heritage sites in the area as well as see how they could benefit the whole area.



The goal is to gain visibility for these attractions in travel brochures, maps and on the Internet. In joint workshops we will develop a communication strategy and marketing for the area.

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We will cooperate with residents, organizations and businesses in trying to find out how the World Heritage Brand could benefit local services and marketing in Petäjävesi, Korpilahti and all over Central Finland.



The Petäjävesi Old Church is a wooden church that was built in 1763-1764. The bell tower was built in 1821.

Struve Geodetic Arc is a chain of survey triangulations that reaches ten countries, Finland being one of them. In the picture a photogenic view taken on the top of the tower near lake Päijänne.

