



**IV International Forum in the Framework  
of Northern Dimension Partnership on Culture (NDPC)  
CULTURE AS A FACTOR OF GROWTH**

17-19 November 2017, Saint Petersburg

Official web-site: [www.ndpcrussia2017.com](http://www.ndpcrussia2017.com)

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**details: PROGRAM & CONTENT**

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**NEW CULTURAL ROUTES AND SUSTAINABLE DEVELOPMENT.  
FROM THEORY TO PRACTICE**

**Programme**

*Venue: **Hotel Ambassador** (5-7, Rimsky-Korsakov av., St.Petersburg, 190068, Russia)*

*Speech time limits: **speakers 10 min, Q&A 10 min.***

*Working Languages: **English / Russian***

**17 November**

**During the day** Arrival of participants of the Forum

**18 November**

**09.00-09.30** Registration of participants

**09.30-10.15** Plenary Session.

«Culture and Creative Industries meeting tourism, economy and innovations»

**10.15-10.30** Coffee Break

**10.30-12.30** Section 1. Cultural projects and new routes.

**Moderator: Nikolay Novichkov** – Senior Adviser, Novgorodskaya Oblast Government, The Russian Federation

1. **Kaisa, Paludan**, Director, Growing Pathways (Denmark) – *Sustainability of the region, cultural design and new challenges. What unites the Baltic region?*
2. **Julia Rybakov**, an expert in the field of territorial development and tourism, Advisor to the Governor of the Yaroslavl region (Russia) - *the Experience of creating tourist routes in Yaroslavl. That can be applied in the North-West region*
3. **Igor Siliverstov**, project "Kinoproba" (Russia) - *film Festival as an instrument of territorial development*
4. **Anna Zheleznyak**, expert, «Gorod Masterov» Consultancy Group, St. Petersburg (Russia) – *«Taste of White Nights» gastronomy and new touristic routes.*
5. **Radi!2017 Creative week** (Latvia) - *Business tourism for professionals in the field of IT. Capacity assessment.*
6. **Irina Ivanova**, Project "Bird Barents" (Murmansk) - *Experience of cross-border cooperation. From local initiatives to international project.*
7. **Marina Lebedeva**, Tourist information centre "Krasnaya izba" (Veliky Novgorod) - *The marketing of the site. On the example of Veliky Novgorod,*
8. **Michael Gnedovsky**, an expert in the field of creative and cultural industries (Russia).

**12.30-13.30 Lunch**

**13.30-15.30 Section 2. «Cultural tourism and regional policies»**

**Moderators: Natalya Poppel** – Head of Corporate Social Responsibility Department «Severstal».

**Nikolay Novichkov** – Senior Adviser, Novgorodskaya Oblast Government, The Russian Federation

1. **Tamil Zheleznyakov**, an expert in the field of gastronomic tourism-*Cultural reconstruction as a tool of activation of cultural memory, based on the example Riorita.*
2. **Kseniya Frank**, Project «Cultural mosaics of small cities and villages».
3. **Natalya Kirshina, Director**, «Semenkovo» Museum-*Museum and tourist routes*
4. **Kirsi Kaunisharju**, Ministry of Culture Finland (Finland) – *the Role of Public Policies in development of entrepreneurship and innovation in CCIs.*
5. **Tomi Aho**, Arts Promotion Centre Finland, Lapland (Finland) -*How to promote cultural product. Local cases and local policies.*
6. **. Case Gotland**
7. **Jaroslav Meshavkin**, Director, Visit Russia Marketing , Russia (Saint Petersburg) - *territorial Marketing and cultural tourism: tools for sustainable development*
8. **Ekaterina Zatuliveter**, Director Altourism, Russia Project Altourism.-*The development of the territories of small towns and villages.*

**15.30-15.45 Coffee-break**

**15.45-18.00 Section 3. Business-game: "Cultural project: design tool-kit"**

**Moderators: Lydia Lobanova**, expert Polytechnic Museum (Moscow),  
**Elizaveta Kiseleva** , Project coordinator for NDPC

**Presentation of folklore and ethnographic theater "Semenkovo"Ekaterina**

**18.00-18.30 Presentation of the results of the business game. Wrap-up**

**Cultural Programme**

**19 November**

**During the day Departure of participants of the Forum**