

AUROLA

ENTREPRENEURIALIS

Un/Sustainable Tourism

Tornio

7. – 9. October 2025

Program

Tuesday. 7th of October 2025

Locations: Grand Hotel Mustaparta, Lukiokatu 8, Tornio
Boutique Hotel Mustaparta, Hallituskatu 6, Tornio

- 11.00 Lunch** at Boutique Hotel Mustaparta
- 12.00 Welcome and introduction to the days in Tornio**, Raija Paasimaa & project staff
The Story of Mustaparta and Grand Hotel, Eija-Sinikka Juho
- 12.30 Team building**
- 13.30 Introduction to the Innovation Challenge**
- 13.45 Coffee break**
- 14.15 Keynote speakers**
 - Cross-Border Cultural and Creative Tourism in Rural and Remote Areas, Jutta Karjalainen & Iida Pyykkö, University of Oulu
 - Visualizing Sustainability in Tourism: A Photographic Perspective, Eva Kaján
- 15.25 Break**
- 15.35 Brainstorming with own teams**
- 17.00 Check-in at the Grand hotel reception**
- 18.00 Dinner** at Boutique Hotel Mustaparta

Wednesday 8th of October 2025

- 6.30 - 8.15 Breakfast** at Boutique Hotel Mustaparta.
- 8.30 - 9.00 Busses leave to the company visits**
- 16.00 - 17.00 Back at hotel**
- 17.30 - 18.00 Feedback session from other team**
- 18.00 Dinner** at Boutique Hotel Mustaparta
- 19.00 - 21.00 Board games, music and snacks in the Ballroom** (voluntary participation)

Thursday 9th of October 2025

- 6.30 - 8.45 Breakfast** at Boutique Hotel Mustaparta.
- 8.45 - 9.00 Participants check out and leave their luggage's in the buses.**
- 9.00 Recap the idea**
- 9.30 Creating experience**
- 11.45 Lunch** at Boutique Hotel Mustaparta
- 12.45 Experiencing experience**
- 14.45 Coffee & Judges meeting jointly**
- 15.15 Final Ceremony**
- 15.30 The buses leave home**

Travel schedules for participants

The bus schedules will be published in a separate email by group leaders:

Raija Paasimaa (participants from Torne Valley)

Kati Ilkka (participants from Oulu region)

Linda Strandenhed (participants from Sweden)

Accommodation & Food

The event includes **free** accommodation and food.

Mustaparta Hotels

Address: Hallituskatu 6, 95400 Tornio

Phone: +358(0)400 105 800

Email: hotel@mustaparta.fi

Link to website: www.mustapartahotels.fi

There are two hotels in Mustapartahotels: The Boutique Hotel Mustaparta and The Grand Hotel Mustaparta. They are located almost opposite each other. Check-in to the hotel will take place during the event with the reception located on the Grand Hotel side.

Things to bring with you

Here is a small list of things that you should pack with you:

- Valid ID for Swedish participants
- Pen
- Comfortable shoes and warm clothes for walking and being outside.
- Smiles and positive energy

Most of the activities happen indoors but there will be walking outside during the event. Please check the weather forecast and dress appropriately.

Emergencies

In all health-related situations, please consult your teacher and act according to the insurance policy of your school/institution.

The public health unit in Tornio (8.00 – 16.00)

Address: Sairaalakatu 1, Tornio

Telephone helpline +358 (0)16 860 4220

The public emergency unit in Kemi (16.00 – 8.00)

Länsi-Pohjan keskussairaala

Address: Kauppakatu 25, Kemi

Telephone helpline +358 116117

Emergency number in Finland is 112

Project description

The objective of the Aurora Entrepreneurialis project is to develop the entrepreneurship education of secondary-level schools in a multifaceted way. The main target groups for the project are students and teachers. The project focuses on three key development areas: 1. entrepreneurial culture in schools, 2. sustainable entrepreneurship in education, and 3. cross-border collaboration.

The activities include creating cross-border networks, high-quality teacher training, innovation events & company visits for students, and collaboration between schools. The project gives young people skills and experiences to become enterprising citizens who can take advantage of opportunities to work, study and run sustainable enterprises and who are able to help create a more sustainable future.

Sustainability is an overarching theme of the project. We have a thematic focus on sustainable entrepreneurship, dealing with the ability to discover, create, and utilize entrepreneurial opportunities that help to build sustainable societies. The project aims to develop how our organizations work with sustainable entrepreneurship in education. The skills students learn while working with entrepreneurship, such as collaboration, initiative, courage, creativity, and responsibility, are useful when tackling complex wicked problems like sustainability issues.

The project aims to have an impact on the school culture, which enables continuous development also after the project has finished. We will achieve these results through the creation of new methods, learning materials, and networks of schools, teachers, and students.

Company visits

[SnowExperience365/The SnowCastle of Kemi](#) offers a magical indoor snow and ice world all year round. Visitors can enjoy ice sculptures, an ice slide, and a cozy ice bar at – 5°C. In winter, the nearby **SnowCastle** features a SnowHotel, SnowRestaurant, and fun outdoor snow activities.

[Old Pine Husky Farm](#) is a cozy, family-run husky lodge in Keminmaa, Finnish Lapland. Surrounded by old pine forests, it offers year-round husky adventures, including sled rides and nature tours. Guests can meet Siberian Huskies, Alaskan Malamutes, and Greenland Huskies, stay overnight in rustic rooms, enjoy Arctic wellness in a wood-fired sauna, and dine at an Italian restaurant famous for Roman-style pizza.

[Sataman Krouwi & Perämeren Jähti](#) is an event restaurant in Kemi's Inner Harbour, inspired by the cultural history of the Gulf of Bothnia. It offers warm hospitality, live music, hearty meals, and a rustic atmosphere year-round—perfect for gatherings, lunches, or relaxing by the sea. Perämeren Jähti is a traditional wooden sailing ship built in Kemi, Finland, inspired by 19th-century vessels. It offers scenic cruises in the Bothnian Bay, combining historical charm with modern comfort. The ship accommodates up to 36 passengers and sails using wind or engine power.

[Kukkolaforsen](#) is a charming riverside destination in Swedish Lapland, offering traditional whitefish fishing, sauna experiences, and scenic accommodation by the Torne River. Visitors can enjoy cultural tours, local cuisine, and seasonal activities like river rafting and winter adventures. The site also hosts the Sauna Academy and a unique Whitefish Festival, celebrating the region's rich heritage.

Luppioberget is a picturesque hill in Övertorneå, northern Sweden, known for its stunning views over the Torne River. It's a popular spot for hiking, birdwatching, and photography, and offers a peaceful setting for seeing the Northern Lights. The region is equipped with essential services like [hotel cabins and a restaurant](#), making it a relaxing destination for nature lovers.

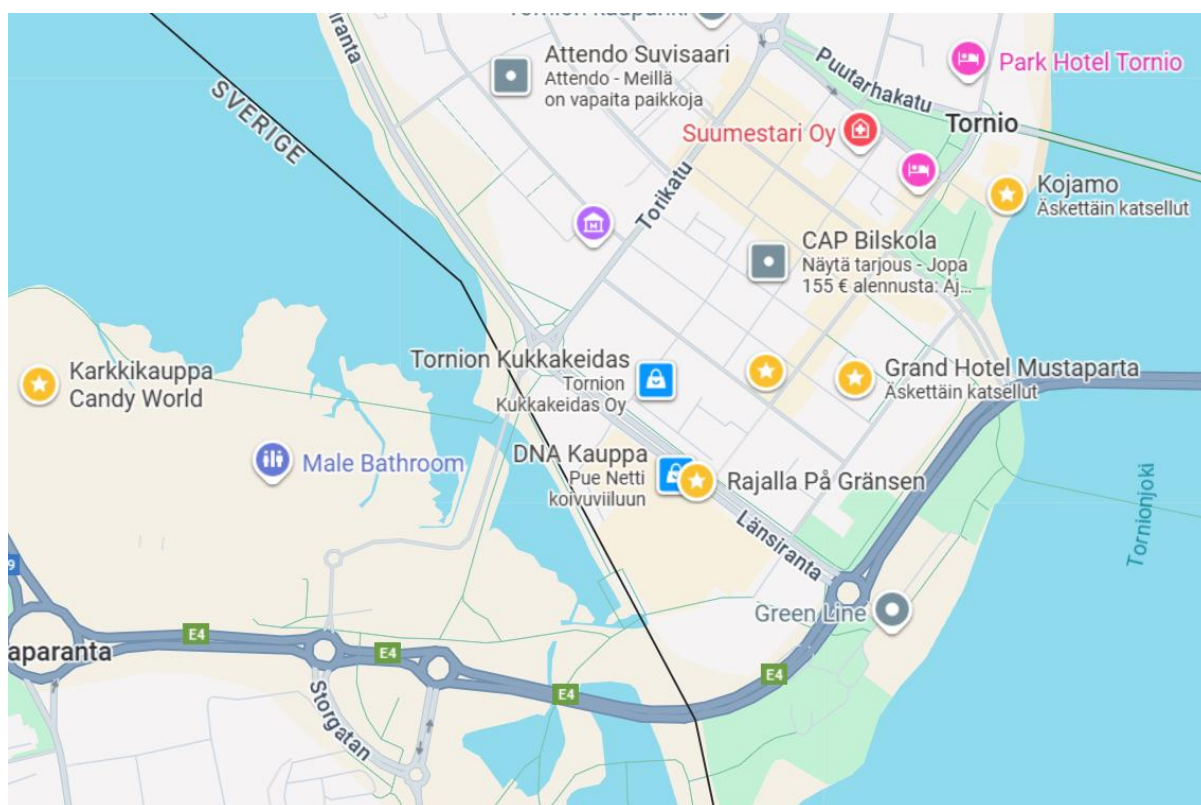
[Farm Escape](#) in Tornio, Finland offers a welcoming escape room experience set on a real countryside farm. Teams solve puzzles and free animals like bunnies and chickens in a 60-minute game inside a stable. It's suitable for all ages and includes optional activities like forest bathing, painting, and dining by open fire in a traditional Lappish hut.

What to do in Tornio during free time?

As you can see in the schedule, there is some free time, where you can go for a walk in the city, do shopping, or different kinds of activities. The free time activities are not covered by the project, so if you wish to do some activities together, these are paid by you. Here is a list of things you might be interested to do:

- Sweet walk to Candy World
- Borders sightseeing, Victoria marketplace
- Kojamo, steal salmon statue

Map with important locations



Contact information

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Welcome to Tornio!