

# Nordic World Heritage Conference 2024

## Speaker introductions and presentation abstracts

### Table of contents:

#### 1. Monday 2<sup>nd</sup> of September 2024, page 2

- a. Maasola, Johanna: Project manager, Visit Jyväskylä Region, p.2
- b. Sæmundsen, Einar Á.E.: Director, Thingvellir National park, p. 2

#### 2. Tuesday 3<sup>rd</sup> of September 2024, page 3

- a. Grym, Pauliina: Journalist and the moderator of the conference, p.3
- b. Wessman, Stefan: Head of Development, Finnish Heritage Agency, p. 3
- c. Heikkilä, Laura: Project manager, Association of World Heritage Sites in Finland, p. 3
- d. Henriksson, Malin: World Heritage Coordinator, Kvarken Archipelago & Salminen, Hanna-Leena, Chief Curator, Rauma City Culture- and museum services, p.4

#### 3. Thursday 4<sup>th</sup> of September, page 5

- a. Robinson, Mike: Full Professor of Cultural Heritage, Nottingham Trent University UK and Non-Executive Director of Culture, United Kingdom National Commission for UNESCO, p.5
- b. Seppänen, Eila: RDI Specialist, Lapland UAS, p. 5
- c. Backelin, Emma: Museum Educator and Event Coordinator, Vitlycke museum & Osola, Aino: Event Coordinator, Governing Body of Suomenlinna, p. 6
- d. Miia Perkkiö, Restoration manager, The Governing Body of Suomenlinna, p. 7
- e. Mäkinen, Katja: Senior Researcher, University of Jyväskylä , p. 8
- f. Grytten, Karoline: World heritage coordinator, Urnes stave church, p. 9
- g. Damholt, Tove: Consultant, Stevns Klint World heritage Site, p. 11
- h. Mikkanen, Ulla; World Heritage Coordinator, National Land Survey of Finland & Koponen, Katriina; Development manager, Foundation of Petäjävesi Old Church, p. 12

#### 4. Thursday 5<sup>th</sup> of September, page 13

- a. Takkula, Petteri: Development manager, Suomenlinna, p. 13
- b. Svartström, Niina: Project manager, Finnish Heritage Agency, p. 13
- c. Waldorff, Eva Rose, Site Manager, Stevns Klint & Damholt, Tove: Consultant, Stevns Klint World heritage Site, p. 14

## **1. Monday 2<sup>nd</sup> of September 2024**

### **A. Maasola, Johanna: Project manager, Visit Jyväskylä Region**

Topic: Greetings of City of Jyväskylä

Introduction: Johanna is an international tourism professional working at Visit Jyväskylä Region, the destination management organisation (DMO) in Central Finland. She is well-versed in the cultural tourism highlights of Central Finland, specifically the UNESCO World Heritage Sites: the Struve Geodetic Arc's Oravivuori measurement point and Petäjävesi Old Church. Both sites are crucial attractions and unique selling points when promoting Central Finland globally.

Johanna is also a passionate advocate for sustainable and responsible tourism, seamlessly integrating culture as an essential component of sustainability. Previously serving as a destination specialist at Visit Jyväskylä Region, she currently works as a project manager in the Sustainable international accessibility for tourism of Jyväskylä Region under Visit Jyväskylä Region's administration.

### **B. Sæmundsen, Einar Á.E.: Director, Thingvellir National park**

Topic: Speech of chair of Nordic World Heritage Association

Introduction: Einar Á.E.Sæmundsen is the director of the most visited tourist destination in Iceland Thingvellir national park in southwest Iceland a World Heritage site since 2004. He is also the chair of the Nordic World Heritage Association and been involved with the board since 2016.

Einar graduated with a B.Sc in geography from the University of Iceland but later went on to study landscape architecture at the University of Minnesota in the United States. His job duties are very diverse, ranging from practical matters, staff, finances and basic administration and project management on different design, planning and construction projects.

## **2. Tuesday 3<sup>rd</sup> of September 2024**

### **A. Grym, Pauliina: Journalist and the moderator of the conference**

Introduction: I am an experienced public speaker and journalist. My radio program, “Kulttuuriykkönen” on Finnish National Broadcasting Company Yle, is Finland’s most in-depth and diverse cultural show, running for nearly an hour. Since 2018, I have been involved in creating this program, which seamlessly blends contemporary artistic and cultural surprises and current discussions with the rich historical gems of both Finland and the wider world.

Previously, I hosted six-hour rock programs on Radio City and upbeat shows on Radio Nova. As a confident presenter, I have also had the privilege of hosting various events, from massive rock festivals like Sonisphere to stakeholder gatherings.

Currently, I am working on a doctoral thesis at Jyväskylä University, focusing on activism journalism. I excel at creating a relaxed and welcoming atmosphere, where people feel comfortable and can easily share their thoughts and maybe even a laugh.

### **B. Wessman, Stefan: Head of Development, Finnish Heritage Agency**

Topic: Outstanding Universal Value in a Nordic context

Introduction: Stefan works as a specialist at the Finnish Heritage Agency with responsibility for international matters. His focus is on UNESCO’s cultural heritage policy through the three UNESCO conventions he is responsible for; the 1954 Convention for the Protection of Cultural Property in the Event of Armed Conflict, the 1972 convention concerning the protection of the World cultural and natural heritage and the 2001 convention on protection of the underwater cultural heritage.

As national focal point for Finland’s cultural world heritage sites, Stefan has acted as an expert and Finland’s head of delegation at various UNESCO meetings, among them the World Heritage Committee meetings during Finland’s period on the committee (2013-2017). He currently represents Finland at the Hague conventions 2nd protocol Committee (2021-2025). He has also been an expert on the ICOMOS World Heritage Panel (2017-2018) which assesses future World Heritage sites and acted as an expert for several World Heritage nominations.

### **C. Heikkilä, Laura: Project manager, Association of World Heritage Sites in Finland**

Topic: Interpretation and Visitor Survey in Finland

Introduction: Laura has worked as a project manager for the Association of World Heritage Sites in Finland since 2017 planning and coordinating on-going projects as well as introducing the association and its activities to various partners.

Abstract: The Association of World Heritage Sites in Finland has carried out seven projects during 2017-2024. Main focus of the association is to develop and increase the cooperation between World Heritage Sites in Finland as well as to improve the sites’ skills and resources.

Two of the latest and most significant projects implemented by the association are the Visitor Survey and the Interpretation project. The standardized Visitor Survey has been carried out twice (2017-2019 and 2022-2024), collecting comparable data of all of the sites and creating an important knowledge base for the development and protection of the sites. The Visitor Surveys have been carried out in close cooperation with the Nature Services of the Finnish Forest Administration visitor survey experts.

The Interpretation project has focused on creating a basis for interesting and understandable communication based on the World Heritage values of the sites (OUV). The visitor data has enabled us to strengthen the knowledge base defining who the visitors are and what are the components that make their visitor experience as good as possible. A quality visitor experience includes the right kind of communication and is closely linked to how the visitors relate to the value of the site. The main goal is to strengthen the commitment on protecting the sites.

Two site examples from Kvarken Archipelago and Sammallahdenmäki Bronze Age burial site present how especially Visitor Survey and its results are utilised in practice for the development of the sites.

**D. Henriksson, Malin: World Heritage Coordinator, Kvarken Archipelago & Salminen, Hanna-Leena, Chief Curator, Rauma City Culture- and museum services**

Topic: Examples, The Utilisations of the Visitor Survey in Finland

Introduction: Malin works as the World Heritage Coordinator for the Finnish part of the World Heritage Site High Coast/Kvarken Archipelago. Since 2018, she's been actively developing joint management of the transnational site through various projects and activities. She is a co-author of the nature interpretation plan for the site, titled "To Communicate the Ice Age and Land Uplift," published in 2020. It was the first plan developed for the entire site and was created in close cooperation with colleagues at High Coast. This plan emphasizes well-thought-out messages for communicating World Heritage values and stakeholder engagement. Heritage and nature interpretation planning have also proven valuable in other management activities, and the main theme can be applied in various contexts. The nature interpretation plan has set a model for interpretation planning in Finnish World Heritage Sites, and Malin was able to contribute to guiding other sites through the interpretation planning process based on her experience from High Coast/Kvarken Archipelago.

Hanna-Leena works as Chief Curator at Rauma museum, I'm an archaeologist and I Sammallahdenmäki World Heritage Site has been part of my job description since 2010, my main responsibilities are with visitor services and interpretation of the Site.

Abstract: See the previous abstract.

### 3. Thursday 4<sup>th</sup> of September

#### **A. Robinson, Mike: Full Professor of Cultural Heritage, Nottingham Trent University UK and Non-Executive Director of Culture, United Kingdom National Commission for UNESCO**

Topic: Engaging the World: Relevance, Relationships and Re-Imagining the Communication of Global Heritage

Introduction: Mike is Professor of Cultural Heritage at Nottingham Trent University and Professor Emeritus, University of Birmingham, where he was Director of the Ironbridge Institute. He was previously Founder / Director of the Centre for Tourism and Cultural Change and remains Editor of the international Journal of Tourism and Cultural Change. For 35 years Mike's work has focused upon the relations between heritage, tourism, culture. He has published extensively on heritage / World Heritage with specific interests on cross-cultural communication and interpretation.

Mike is an independent consultant specialising in Heritage. Sustainable Tourism and Enterprise having worked on projects in over 40 countries with UNESCO, the European Commission, Council of Europe, various state agencies, NGOs and heritage sites. As advisor to the UNESCO Programme in Sustainable Tourism he was principal consultant to the World Heritage European Journeys Project. He was government appointed member of the UK's Expert Panel to determine the UK's World Heritage Tentative List and has worked with UNESCO offices in China, South East Asia, Central Asia, the Middle East and various parts of Europe. He is a founding member of the UNESCO UNITWIN Network on Culture, Tourism and Development and he works as long-standing expert with the Council of Europe's Cultural Routes Programme.

The geographical foci of Mike's more recent work is Uzbekistan having been commissioned by UNESCO to write the Sustainable Heritage and Tourism Strategy for Karakalpakstan. He is also working with heritage sites in Jordan and China (third-line construction and related industrial heritage in Sichuan and Zhejiang Provinces).

Abstract: The World Heritage label recognises the elevation of cultural and natural heritage from national significance to global importance, but to what extent do sites take the opportunities to adjust their communication strategies to broadcast this important change? How effective are the meanings and values of the UNESCO / World Heritage 'brand' translated to multi-national, multi-cultural audiences? In this presentation I examine the potential for engaging new audiences, particularly younger generations, in playing an active part in dealing with contemporary and future challenges affecting both World Heritage Sites and wider communities, and for communicating values that extend beyond those associated with heritage.

#### **B. Seppänen, Eila: RDI Specialist, Lapland UAS**

Topic: StruveNorth - a journey along the Northern parts of the World Heritage Struve Geodetic Arc

Introduction: Eila Seppänen works as a RDI specialist at Lapland University of Applied Sciences. She coordinated an EU's Interreg Nord financed project called the Northern parts of the World Heritage Struve Geodetic Arc, better known as StruveNorth in 2020-2022. Cross-border effort included partners

and collaborators from Sweden, Norway and Finland. The aim of the project was to unveil the potential of the unknown heritage, as Struve Geodetic Arc measurement points were not too familiar for people of the Northern region – despite the fact that there were measurement points in nearly every village between Haparanda-Tornio and Hammerfest. The actions of the project concentrated in capacity building, business perspective and digitalization of the heritage, which was hard to access for many people. The experience was transformative in terms of increase of virtual visits on sites. Struve Geodetic Arc is like a measurement tape, but also like a zipper between the three countries.

Abstract: The Struve Geodetic Arc is a chain of survey triangulation stretching from Hammerfest in Norway to the Black Sea, through 10 countries and over 2,820 km. Name came from “father” of expedition initiative, astronomer Friedrich Georg Wilhelm Struve. These points of a survey represented the first accurate measuring of a long segment of a meridian. The work was carried out between 1816 and 1855. This helped to establish the exact size and shape of the planet and marked an important step in the development of earth sciences and topographic mapping.

EU’s Interreg Nord financed project called the Northern parts of the World Heritage Struve Geodetic Arc, better known as StruveNorth in 2020-2022, was a cross-border effort including partners and collaborators from Sweden, Norway and Finland. The aim of the project was to unveil the potential of the unknown heritage, as Struve Geodetic Arc measurement points were not too familiar for people of the Northern region – despite the fact that there were measurement points in nearly every village between Haparanda-Tornio and Hammerfest. The actions of the project concentrated in capacity building, business perspective and digitalization of the heritage, which was hard to access for many people. The experience was transformative in terms of increase of virtual visits on sites. The presentation gives an overview of the actions and results in improving accessibility of the Struve Geodetic Arc, which is like a gigantic measurement tape of our planet, but also like a zipper between the three countries in North.

**C. Backelin, Emma: Museum Educator and Event Coordinator, Vitlycke museum & Osola, Aino: Event Coordinator, Governing Body of Suomenlinna**

Topic: Forging Connections: World Heritage Volunteer (WHV) Camps in Tanum and Suomenlinna

Introductions: Emma works as a Museum Educator and Event Coordinator at Vitlycke museum, Tanum World Heritage. Her main focus within the museum’s educational outreach is to teach the local schools about the importance of World Heritage sites by anchoring global perspectives in a local context. Emma started in her current role in 2021 and is the camp coordinator for the World Heritage Volunteer camp in Tanum.

Aino works as an Event Coordinator in the Governing Body of Suomenlinna. She has been working with culture heritage for 15 years, specializing in museum education and audience work. She started in her current role in Suomenlinna in 2023. Aino is the camp coordinator of the 8th World Heritage Volunteers camp in Suomenlinna, taking place in August 2024.

Abstract: The World Heritage Volunteers (WHV) initiative, established in 2008, aims to raise awareness about the importance of protecting and promoting World Heritage sites. By engaging young adults in hands-on projects, the program fosters a deeper understanding of cultural and natural heritage. In 2024,

the initiative will host 90 projects worldwide, including two in the Nordic countries: at the Rock Carvings in Tanum, Sweden, and the Fortress of Suomenlinna, Finland.

WHV projects are primarily work camps for young adults (18-30 years) from around the world. Volunteers share accommodation and work closely together, building bridges between diverse cultures and languages. This interaction deepens their appreciation for different perspectives and shared cultural heritage.

The camps rely on extensive cooperation to function. In Suomenlinna and Tanum, the key partner is Allianssi Youth Exchanges, a Finnish youth association that manages volunteer applications and promotes youth exchange.

Volunteers also form connections with the World Heritage sites and their work supervisors. Communication during the camp is impactful, generating new ideas for both volunteers and site managers.

The Rock Carvings in Tanum and the Fortress of Suomenlinna have established a significant partnership within the WHV initiative. They plan parts of the camps together, maintain regular contact, and develop common communication strategies.

The WHV initiative emphasizes cooperation and connection, and in Suomenlinna and Tanum, we've found this to be essential for the success of the camps. Looking ahead, we hope to see a stronger Nordic network of World Heritage sites hosting WHV projects. We also envision a network of former volunteers who continue to share ideas and stay connected with the World Heritage sites.

The WHV initiative represents a unique and impactful opportunity for young people to engage with World Heritage, fostering global connections and collaborative efforts to safeguard our shared cultural and natural heritage.

#### **D. Miia Perkkiö, Restoration manager, The Governing Body of Suomenlinna**

Topic: How to preserve intangible values of built heritage – Case Suomenlinna

Introduction: Miia Perkkiö, PhD, has specialized in preservation and restoration of cultural heritage both in theory and in practice. She has been working as a restoration manager in Suomenlinna since 2016. Her main interest lies in combining the heritage values with the human needs of today.

Abstract: Questions related to the preservation of cultural heritage have changed and become rather complicated during the last decade. Traditional restoration principles and methods are still valid when restoring historical buildings and sites, but they seem to be inappropriate to respond to the demands and problems related to issues like climate change and tourism. In addition, while the objects of cultural heritage have expanded, also the significances and connotations of cultural heritage have become more. It's not just the monuments or sites, historical environments that are considered heritage – objects of study, evaluation and preservation – but also different functions, factors and structures, both tangible and intangible, connected to them.

Interestingly the discussions connected to theme have frequently as a common denominator the values of cultural heritage. Here, the World Heritage plays a key role as an example of recognizing different aspects and types of values, not only the visible and material ones but especially the intangible ones.

The concept of World Heritage is based on recognizing the universal values, on thorough understanding of the significances of the heritage – especially on its intangibility. Therefor the work to understand and preserve the values of the World Heritage site means constant learning, interaction and new ways to find sustainable solutions. How do intangible values affect practical work to preserve the authenticity of a World Heritage site of Suomenlinna? Have the different values of Suomenlinna been identified and accepted well enough as a starting point for its preservation and restoration?

### **E. Mäkinen, Katja: Senior Researcher, University of Jyväskylä**

Topic: European Heritage Label and Interpretation: The Seminaarinmäki Campus of the Jyväskylä University

Introduction: Katja works as a senior researcher at the department of Music, Art and Culture Studies in the University of Jyväskylä (JYU). She has a PhD and a Title of Docent in political science and MA in art education. Currently she is JYU's consortium PI in the research project d@rts (dialoguing@rts – Advancing Cultural Literacy for Social Inclusion through Dialogical Arts Education) funded by the HorizonEurope Programme. Previously Katja has worked in several multidisciplinary research projects funded by the Academy of Finland, Kone Foundation, European Research Council and HorizonEurope. She has worked as a lecturer in cultural policy and political science and a visiting fellow in the University of Bologna, European University Institute in Florence and the University of Auckland. She was editor in chief in the *Politiikka* (Politics) journal and is currently member of the editorial staff of the *Kulttuurintutkimus* (Cultural Studies) journal. Katja conducts conceptual and ethnographic research on participatory governance and EU policies on citizenship, culture and education, for example the European Heritage Label. Her research focuses on citizenship, participation, identities, cultural heritage and performing arts. Her research interests include temporality and spatiality as well as the social impact of cultural institutions and arts-based practices.

Abstract: As a response to several transformations and challenges in Europe, the European Union (EU) has established cultural, heritage, and remembrance policies that seek to construct European identity narratives and facilitate citizens' sense of belonging to Europe and the EU. This 'cultural Europeanization' aims to deepen and legitimise the EU integration and broaden it from economic and political fields to spheres 'closer to citizens'. EU cultural initiatives have an important role in producing images, representations, narratives, cultural meanings, sentiments, and emotional bonds regarding the EU and Europe.

One example of EU's politics of belonging is the EU flagship heritage action European Heritage Label (EHL), initiated as an official EU action in 2011. This presentation provides a brief overview to the aims of the EHL and the interpretations of cultural heritage within it, discussing how cultural heritage is re-contextualised and framed European through the EHL. The EHL as a policy instrument produces the notion of European cultural heritage and constructs ideas of what is Europe, Europeans and



Europeanness. However, various institutional and non-institutional actors at different levels from local to international always give their own interpretations and meanings to cultural heritage.

This presentation sheds light to the complex questions of interpretation by focusing on a grass-root example: the Seminaarinmäki campus at the University of Jyväskylä (Finland) and equal education, which is the first EHL site in the Nordic countries. It will discuss dialogic, participatory approaches to heritage making.

#### **F. Grytten, Karoline: World heritage coordinator, Urnes stave church**

Topic: Interpreting and conveying 900 years of faith, culture and craftsmanship

Introduction: Karoline has a background in archaeology and Nordic history and is currently the world heritage coordinator for Urnes stave church, one of the twenty-eight stave churches that still stand in Norway. Urnes stave church has been listed as a World Heritage Site since 1979 and is the only one of Norway's remaining twenty-eight stave churches to have gained this distinction. The church dates back to the early 12th century, although parts of the construction are even older, and the building is today owned and managed by the National Trust of Norway (Fortidsminneforeningen).

Karoline has previously worked for the National Trust of Norway as a guide in and around the stave church and is therefore very familiar with the building's history and construction, historical and modern interpretations, and how this is currently communicated to audiences.

Abstract: *Basic (and very condensed) information about Urnes stave church*

Urnes stave church is located in the little village of Ornes, along the Lustrafjord in western Norway. Today there are only 28 stave churches left in Norway – at its peak there may have been as many as 1500 of them – and Urnes is one of the oldest, dating from around 1130.

It was not the first church constructed on that spot – there is thought to have been three buildings constructed there before it – and when the current church was constructed, the builders reused building materials from the previous building. Among the reused parts we find the North portal, a highly decorated door, carved in the so-called Urnes style (the last of the 'Viking Age' artistic styles).

As well as being highly decorated with wood carvings on the northern outside wall, the interior is also one of the most decorated and colorful of the stave churches.

Throughout most its history, Urnes was a privately owned building. It was sold to Fortidsminneforeningen (the National Trust of Norway, then the Society for the preservation of Norwegian Ancient Monuments) in 1881. In 1979 the church was declared a World Heritage site, the only stave church to be granted that honor.

*The everyday operation of the site*

Today the church is open to visitors from the beginning of May to the end of September and every year the number of visitors rise. To cope with the number of visitors – and for safety reasons – the only way to enter the church is to go in with a guide. Guided tours of both the exterior and interior of the church run throughout the day, and for visitor that are interested, it is also possible to get a guided tour

of the landscape around the church. This puts the building in its proper context, both in the past and present. As well as the actual church there is a small exhibit in the ticket house.

### *Communicating knowledge and value*

A guided tour of the church and graveyard takes 25-30 minutes and there is roughly 900 years of history to convey in that time. The guides do have a manuscript of sorts, but the individual guide will have to pick and choose what to focus on (aside from the basic and vital information). One must be able to read the crowd somewhat and gauge the different levels of background knowledge of the group of visitors, which is not an easy job.

During the last few years, the National Trust of Norway, the glacier national park visitor center, and the World Heritage dept. of Luster municipality have worked together on a project for children from the schools in the region; “Cultural and natural Heritage”. The project attempts to introduce the somewhat vague concepts of *heritage* and *values* to children between the ages of 6 to 12 by taking them to Ornes to see the stave church and the much older grave mounds in the area (cultural heritage) and to talk about the glaciers, the creation of the fjord and other parts of the local landscape (natural heritage and conservation). This has so far been a very successful and popular project.

The local schools have also been involved in art projects tied to the church – a colorful painting of the North portal on textile, and the construction of a portal in clay, as interpreted by the children.

The Master of Wood project: interpreting and recreating the Urnes portal. A group of woodcarvers and other craftsmen have spent the last few years studying and recreating the famous woodcarvings of the north portal, using recreated traditional tools and techniques. Three teams of woodcarvers have been working on one part of the portal and later this month (September) the finished work will be unveiled at the annual local World Heritage event.

The local World Heritage event is usually held towards the end of September and is a way for the National Trust and the World Heritage dept. of the municipality to inform the local community and other interested parties of the state of things; how many visitors came to Urnes this summer? how were new projects/implementations received? How has the influx of visitors affected the local community? In previous years, someone has been invited to give a short lecture on a chosen subject, such as the interpretations of the carved animals and monsters on the capitals inside the church (last year).

### *The future of sustainable tourism*

Due to the ever-increasing visitor numbers the wear and tear on the church, and especially the graveyard, has accelerated in the last 5-10 years. A limit has been reached and because of this, new restrictions were introduced this year. The number of visitors allowed into the churchyard/the church was limited to 25 people (and this group is divided into 2), and maximum 50 people every hour, and cruise companies are only allowed to send 25 people every hour to let other visitors have a chance as well.

These restrictions *have* led to more waiting time for visitors during the busiest time of the season, but they have the options of waiting in the local café or walking one of the trails in the area.

One of the major plans for the future of tourism in the region is the construction of the Urnes World Heritage Visitor Center; “Urneskilen” (the Urnes Wedge). The center will hopefully help us spread out

the visitors over a larger area and an inside attraction such as this may let us extend the tourist season by 2 months. It will also encourage visitors to spend more time and money in the local area.

The plan is to have a basic exhibit about World Heritage called “Our World Heritage” (this will be present in every World Heritage center in Norway), and two indoor exhibits specific to Urnes; “The World comes to Ornes”, presentation of the international impulses and tangible luxury goods that made their way to Ornes by the sea road and how these have left clear traces in the stave church, and how the small village with less than 40 permanent residents is today strongly influenced by international tourism and all the challenges and opportunities that come with it; and “Wood and Faith through a thousand years” will be a representation of the 'rooms' of Urnes stave church. The church room itself, but also the forest. The recreation of the intricate carvings of the north portal will be exhibited, and art and clerical treasures from the church that have not been seen by visitors before will be shown, either physically or as 3D representations.

There is also a plan to create a historical orchard and garden next to the visitor center; “The Urnes Garden”.

This is the future of Urnes; the limits have been reached and we must adjust our operations accordingly.

## **G. Damholt, Tove: Consultant, Stevns Klint World heritage Site**

Topic: Stevns Klint Experience – a new visitor center communicating a World Heritage Site

Introduction: Tove has worked with a wide range of aspects of World Heritage. She was lead on the nomination process for Stevns Klint that was adopted in 2014. Following the adoption, she formed the anchor point in developing the management of the site based on the values of UNESCO. This included the establishing of a shared management system and a partner program creating value for the local community hand in hand with communication and interpretation.

Tove held a key role in the establishment of the award-winning visitor center for Stevns Klint as World Heritage, from the idea-phase through to the opening in 2022 including the role as content project manager for the exhibition telling the story of the Outstanding Universal Value of Stevns Klint.

Tove has served as an expert for several Danish world heritage nominations, as a study advisor and contributor to the IUCN thematic study on Geological World Heritage in 2021 and as member of the board of the Nordic World Heritage Association since 2020.

Abstract: Stevns Klint was added to the UNESCO World Heritage List in 2014. With funding secured for a new visitor center, it was possible to open our first World Heritage exhibition in 2022. In this talk, we'll share the experiences of creating an exhibition that effectively highlights the outstanding values that earned Stevns Klint its World Heritage status. We'll cover how we selected key stories and developed the narrative, tailored the content for different visitor groups, designed the exhibition's layout and aesthetic, and ensured accessibility. We'll cover the challenges we faced, the successes we achieved, and how visitors have responded to the exhibition. Our aim is to offer an honest perspective on how an exhibition at a World Heritage Site can meaningfully connect visitors with the site's significance.

**H. Mikkanen, Ulla; World Heritage Coordinator, National Land Survey of Finland & Koponen, Katriina; Development manager, Foundation of Petäjavesi Old Church**

Topic: Let's create the Central Finland World Heritage Center

Introduction: Ulla Mikkanen works as a World Heritage Coordinator in National Land Survey of Finland. Her main objective is to administrate and protect many concrete and effective ways Struve Geodetic Arc at national level in Finland and also together with international Struve Geodetic Arc Coordinating Committee. SGACC consist of 10 countries across Struve Geodetic Arc.

Cooperation with Petäjavesi Old Church Foundation is especially one of the main focuses in her tasks in order to create The Visitor Center in Petäjavesi. Ulla is also a member of the board of Association of World Heritage Sites in Finland, which unifies all Finnish World Heritage Sites as a mutual society in Finland. Recent years have also been very beneficial as a member of the board of Nordic World Heritage Association.

Katriina has been the project and development manager of the UNESCO World Heritage Site Petäjavesi Old Church since 2018. She holds a Master's degree in Speech Communication from the University of Jyväskylä, with minors in History and Journalism. Before her current role in cultural heritage, she worked in corporate communications and marketing. Her responsibilities include developing services and marketing for Petäjavesi Old Church, managing visitor experiences, and oversee various tasks necessary for maintaining a small heritage site.

Abstract: For over ten years, there have been plans to build a separate visitor center adjacent to the Petäjavesi Old Church. The Church has been on UNESCO World Heritage Site since 1994. The church lacks heating and proper restroom facilities. These challenging working conditions also make it difficult to conduct guided tours during the winter season. Souvenirs are sold inside the old church, where the conditions significantly also limit the ability to share knowledge about world heritage. In recent years, the visitor center concept has evolved into the Central Finland World Heritage Center project, with key a partner National Land Survey of Finland, which manages the Struve Geodetic Arc in Finland. The purpose of the center is to showcase both Central Finnish World Heritage sites: Petäjavesi Old Church and whole Struve Geodetic Arc, which nearest Unesco example point is located 40 km from Old Church.

Katriina Koponen from the Petäjavesi Old Church Foundation and Ulla Mikkanen from the National Land Survey of Finland will present the Central Finland World Heritage Center project and the collaboration that brings together two Central Finnish World Heritage sites. They will present the project from idea to implementation and describe starting points for building the exhibition content. The Center was piloted in 2021 which gave important knowledge for developing the plan. During that pilot the versatile accessibility was one of theme to observe. How can we bring both Sites near to visitor, even without visiting at the Site? Especially Oravivuori measurement point is difficult to visit if You have some constraints to walk. Along with the pilot it was developed a digital guidance for both World Heritage Sites.

The Central Finland World Heritage Center comes true only through donations, so the presentation will also cover fundraising campaigns.

## 4. Thursday 5<sup>th</sup> of September

### A. Takkula, Petteri: Development manager, Suomenlinna

Introduction: Development manager Petteri Takkula is a heritage professional working for the Governing Body of Suomenlinna. He moderates Thursday's program.

The Fortress of Suomenlinna is a historical sea fortress and a UNESCO World Heritage Site. The fortress is one of the most popular tourist sites in Helsinki, Finland, with approximately one million visitors a year. Suomenlinna is also a city district of Helsinki and home to approximately 800 permanent residents. The Governing Body of Suomenlinna is a government agency under the Ministry of Education and Culture responsible for the restoration, maintenance, presentation, and administration of Suomenlinna.

Petteri has a background in history with a master's degree from the University of Helsinki. He worked for years in the museum sector in Helsinki before accepting in 2013 his current position in Suomenlinna. Petteri leads a team of heritage professionals coordinating the efforts of the Site Manager organization and its various stakeholders.

Petteri participated in the writing of Suomenlinna Management Plan (2014), Suomenlinna Sustainable Tourism Strategy (2015) and the revision of the Suomenlinna Management Plan (2019). He was also a member of the steering group for the Finnish World Heritage Strategy (2015) and its Implementation Plan (2016). Petteri was a founding member of the Nordic World Heritage Association and has served as a board member.

### B. Svartström, Niina: Project manager, Finnish Heritage Agency

Topic: Preparing a National Serial Nomination: Aalto Architectural Works – a Human Dimension to Modern Movement

Introduction: Niina Svartström works at the Finnish Heritage Agency with responsibility of coordinating the nomination of Aalto Architectural Works for the inscription on the World Heritage List. She is an architect with a special interest in built heritage. Her focus on Aalto is derived from practice as an architect at Arkkitehdit Mustonen Oy (2002-2022), with deep involvement in the reparation and conservation of modern heritage such as the Aalto Church of the Three Crosses in Imatra, The Church of the Cross in Lahti and Villa Skeppet in Tammisaari as well as recent heritage inventories and teaching these topics part-time at Aalto University. She is an active member of both Icomos and Docomomo.

Abstract: Preparing world heritage nominations evolves constantly as the operational guidelines are regularly redrafted. The Aalto Works nomination dossier will be submitted in January 2025 after a preparation period of two and a half years in the National Heritage Agency. The basis of the work and the choice of components in the national serial nomination remain faithful to the tentative proposal,

but important steps have been taken during the process of reviewing the values, features and attributes with both national and international experts as well as active local stakeholders and rightsholders. Preparing the Aalto Nomination illustrates the high standards required for management of a serial nomination and the central role of communication when herding the 13 component Aalto-parts towards a common goal. Its main objective is to apply the national world heritage strategy set in 2015, but the project has other impacts as well. It is broadening our understanding of the values this Aalto heritage conveys, as well as the potential needs in development of our systems of protection, management and interpretation in the context of modern movement architecture and design.

**C. Waldorff, Eva Rose, Site Manager, Stevns Klint & Damholt, Tove: Consultant, Stevns Klint World heritage Site**

Topic: Introduction of the 2025 Nordic World Heritage Conference

Introduction: Eva is responsible for the day to day coordination of the work surrounding Stevns Klint UNESCO World Heritage. Aiming to protect, but also utilizing the value of Stevns Klint and tourism to increase joy and community in Stevns. This includes monitoring, communication and collaboration with local partners and residents.