

Workshop in Umeå October 27-30, 2025

Entrepreneurs journey towards regenerative business and cultural heritage and conservation

Monday October 27		
20:00-23:00	Wasaline from Vaasa to Umeå	https://www.wasaline.com/
23:00-23:45	Taxi or bus from Holmsund to Umeå Bus 23:15 (100 Skr)	https://umeataxi.se/ https://wasaline.bybergnordin.se/
00:00	Check in at Clarion hotel Umeå	13 singel and 1 double room booked
Tuesday October 28		
07:00-08:30	Breakfast at hotel	
08:30-09:00	City bus or walk to SLU	
09:00-11:30	Product development workshop Company presentation and new products. Followed by feed back.	Elli Vento, Ina Hallila, Floriane Colonnier and Angelique Irjala
09.00-09.30	Principles of regenerative tourism, developing a regenerative tourism product, preliminary findings from case studies / Elli	Elli Vento
09.30-10.00	/ Company 1	Coffee break
10.00-10.15	/ Break	
10.15-10.45	/ Company 2	
10.45-11.30	/ Company 3	
11:30-12:30	Lunch at SLU	
12:30-17:00	Exhibition and lectures about cultural heritage and conservation <i>Suggestions (not contacted yet)</i> 15 min presentations Traditional and wild cooking, Anita Storm Preparing skin, Ann Salomonsson Traditional soap making, Malin in Ratan Open landscape and restoration for farmers Suvi Westerback, Fischars Farm, Storytelling about the cultural heritage, Linda Boberg Santala, Naast	Elisabet Bohlin and Ann Dolling

17:00-18:00	Walk or city bus to hotel and “powdering nose”	
18:00-20:00	Dinner at restaurant Köksbaren	https://koksbaren.com/ ”Booked Kockens val” for 25 persons

Wednesday October 29

07:00-08:30	Breakfast at hotel	
08:30-09:00	Walk or bus to SLU	
09:00-12:30	Product development workshop Company presentation and new products. Followed by feed back.	Elli Vento, Ina Hallila Floriane Colonnier and Angelique Irjala
09:00-09:30	• Company 4	Coffee break
09:30-10:00	• Company 5	
10:00-10.15	• Break	
10.15-10.45	• Company 6	
10.45-11.15	• Company 7	
11.15-11.30	• Break	Elli Vento, Ina Hallila
11.30-12.00	• Company 8	
12.00-12.30	• Conclusion	
12:30-13:30	Lunch at SLU	
13:30-14:00	Chartered bus to boatbuilder and carpenter	
14:00-17:00	Study visit to Thomas Distler in Kassjö Boatbuilder and carpenter	Ann Dolling and Elisabet Bohlin
17:00-17:30	Bus and wrap up of workshop	Pia Smeds at the bus
17:30-18:30	“Powdering nose” at hotel	
18:30-20:30	Dinner at restaurant Rost	https://rost.nu/ Skickat förfrågan 18/9 för 25 pers

Thursday October 30

07:00-10:00	Breakfast at hotel	
10:00-10:30	Bus or taxi to Wasaline	
11:15-16:00	Wasaline from Umeå to Vaasa	

Links:

Wasaline <https://www.wasaline.com/>

Taxi <https://umeataxi.se/>

Bus <https://wasaline.bybergnordin.se/>

Clarion hotel Umeå <https://www.strawberry.se/hotell/sverige/umea/clarion-hotel-umea/>

Köksbaren <https://koksbaren.com/>

Rost <https://rost.nu/>

Invitated cultural workers

Tomas Distler <http://thomasdistler.se/>

Ann Salomonsson: <https://arjeplognytt.se/2020/07/slojdutställning-i-vaglost-land/>

Anita Storm <https://www.facebook.com/FirmaAnitaStorm/>

Malin i Ratan <https://www.maliniratan.se/>

Fischars farm <https://www.facebook.com/fischarsfarm/>

Naast https://naast.johku.com/en_US/retkeily/esittelen-retkeja