



## BOTHNIA BUSINESS HERITAGE NETWORK

Newsletter 7  
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Interreg  
Aurora



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LAPIN LIITTO



REGION  
NORRBOTTEN



Region  
Västernorrland



SKELLEFTEÅ

ONLINE September 10 at 10.00-12.00  
(Note! Finnish time)

## Talk the walk!

How to engage and communicate  
with business customers

Welcome to our next  
network meeting!

**Effective communication with business customers is essential. By understanding and addressing business customer needs, cultural heritage actors can build stronger partnerships. Challenge your mindset and reach new goals!**

Inspirational speaker Ralf Blomqvist has over 20 years of experience leading customer-driven transformation efforts in various organizations across the Nordic region. He co-authored the first Swedish book on relationship marketing, and several other books on customer relations and quality management. Ralf is a partner at the Gothenburg-based consulting firm Main Ab.

[Sign up here!](#)



*Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.  
Tapahduma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.*



[bothnia\\_business\\_heritage](#)

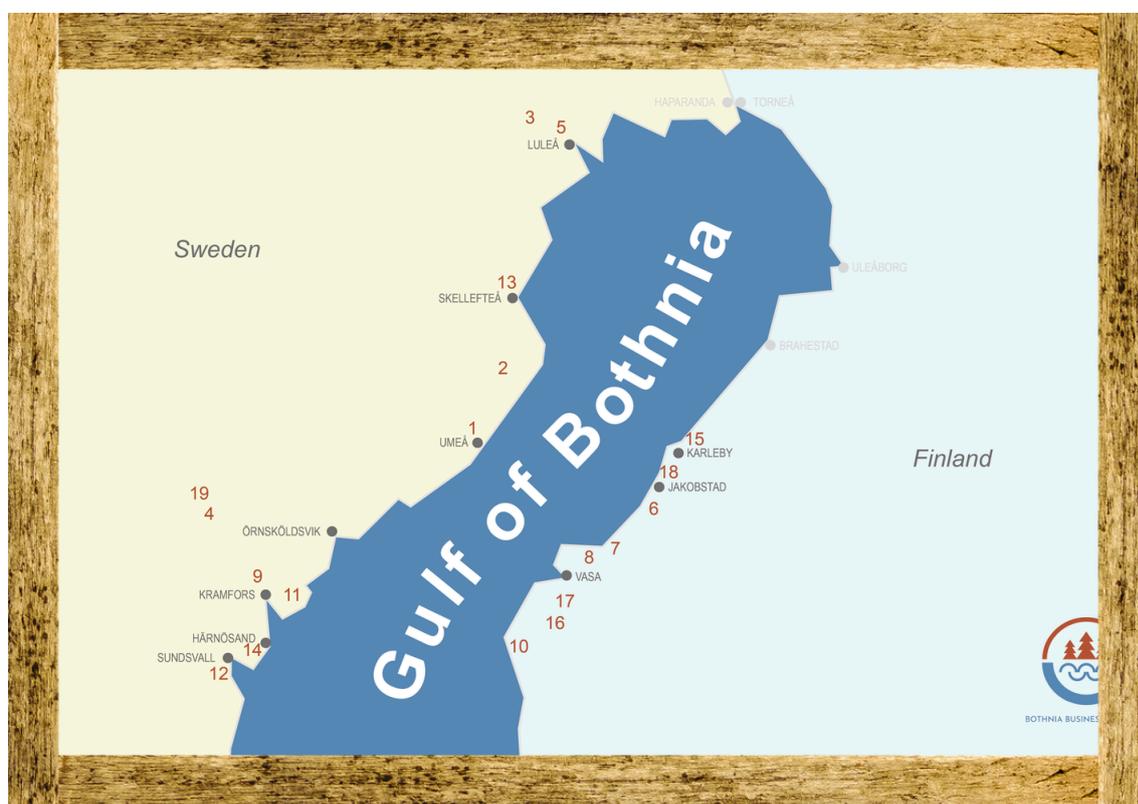


[bothniabusinessheritage](#)

You haven't missed that we launched a new website, have you?  
Check it out here: [bbhnetwork.org](http://bbhnetwork.org)

## Bothnia Business Heritage Network MAP

Our webpage is a place for your museum or organization to be seen! Our network members have asked to get to know who is in the network, and we have listened to this request. We are now in the process of creating a map where our network members, cultural heritage actors around the Gulf of Bothnia, are pinpointed, with a link to each member's website. The map is under construction and we will add more cultural heritage actors as we go.



**Does your organization want to be on the map?**

Send an email to [magdalena.akerstrom@vnmuseum.se](mailto:magdalena.akerstrom@vnmuseum.se) where you agree to publish your organization's name and web address. It doesn't cost anything - we just want the members in the network visible so that you can find each other and see where everyone is located.



## Think sustainably at your museum! How the EcoCompass (EkoKompassen) helped us

### About Maxmo Hembygd sförening r.f.

Maxmo Hembygd sförening r.f. runs activities at Klemetsgårdarna and Tottesunds herrgård in Maxmo. Klemetsgårdarna is a museum area with exhibitions, summer café, and rental cottages. At Tottesunds herrgård, we offer coffee, food, experience packages, conference facilities, and a sauna with a spa to groups. We also organise our own events.

### The road to the EcoCompass

Environmental thinking has always been natural and important to the association. When we maintain our properties at Klemetsgårdarna, we have always used recycled materials as much as possible. So when Visit Vaasa contacted us and told us that it was possible to apply for an environmental certificate, we were immediately on board.

To obtain environmental certification, you have to fulfil ten criteria. You must develop an environmental programme, describing how you work on energy saving, waste management, communication, and recycling. Once the criteria are met and the audit is passed, you can use the EcoCompass logo in your communication.

During the process, we realised that the association is already doing a lot for the environment and the climate, but that we can do even better. We already have geothermal heating in several properties, we sort waste, recycle building materials, shop second hand, and monitor water and electricity consumption annually. We bake ourselves and use locally produced food as far as possible, use our own fruit and berries in baking.

Going through the different criteria also made us aware of how we could improve our environmental thinking. We now use environmentally friendly cleaning products such as pine soap, vinegar, and soda instead of chemicals, and we coordinate our purchases better so that there are fewer trips to the store. We are making our visitors aware of what they can do to improve the environment, for example via information boards in the café, toilets, and by buffet tables. The aim is to constantly minimise food waste, improve energy efficiency, and to reduce water consumption through small improvements.

We have spent a lot of time thinking about the environmental impact of our business and the certificate costs a lot, but we believe that it will pay off in the future, as our customers increasingly prioritise their environmental policy and are keen to engage and visit organisations that have the same environmental mindset as they have themselves. Environmental certification is proof that we care about the environment. The EcoCompass is valid for three years and then needs to be renewed. Consumption is monitored once a year.



# Visit a museum in Finland this summer!

## Kvarken Boat Museum

Experience the largest museum in Finland for Ostrobothnian rustic boats, with more than 120 boats (of which 80 are clinker built) and canoes. In our various exhibitions you can see boat motors, fishing tackles, seal hunting history, log rafting, and genuine life in the archipelago, all together 4000 items! Located in genuine harbour surroundings.

[museum.malax.fi](http://museum.malax.fi)

## Vaasa City museums

There are many exciting things to discover at Vaasa City museums this summer, Wed-Sun 10am-5pm! For example, during our Baltic Sea Day 29.8 we experience the diverse nature, culture and history of the sea.

[www.vaasa.fi/sv/se-och-upplev/kultur-i-vasa-och-vasaregionen/vasas-museer](http://www.vaasa.fi/sv/se-och-upplev/kultur-i-vasa-och-vasaregionen/vasas-museer)

## Meteorita Söderfjärden

One of 200 known meteorite craters on the globe. A rare natural formation ten kilometers from Vaasa city center. Take part in the site's unique history, exhibitions, and video shows to learn more about the earth, space, nature, and sustainable energy solutions. We are open daily during high summer, otherwise we are open two days a week or by appointment.

[meteorita.fi](http://meteorita.fi)

## Brage Open-Air Museum

Welcome to Brage Open-Air Museum! In Bragegården a traditional Ostrobothnian working class environment has been preserved, which is scenically located a couple of kilometers from the Vaasa city center. Our guides offer an interesting journey through time that stretches back to the everyday life and celebrations of the 19th century.

[vasabrage.fi/english](http://vasabrage.fi/english)

## The Shipyard

Welcome to the Shipyard in Jakobstad, where the galeas Jacobstads Wapen is being repaired and the war indemnity schooner Vega is being reconstructed. The area serves both as a shipyard and a museum, where we cherish and showcase the local maritime and cultural history, traditional wooden shipbuilding, and Finland's war indemnity history.

[gamla-hamn.fi](http://gamla-hamn.fi)

## Stundars Open-Air Museum

At Stundars Open-Air Museum, we offer our visitors interesting guided tours and programmes, as well as playgrounds and exhibitions, that are suitable for all ages. You can also just wander around the beautiful museum village and enjoy delicacies in the café and admire our pets in the zoo.

[stundars.fi](http://stundars.fi)



# Visit a museum in Sweden this summer!



## **Hermansjöbygdens Intresseförening**

Welcome to a cultural walk on September 29! Our guide takes us on a journey of the log-drivers and the timber from Hermansjö down to the coast. Bring your own packed lunch, which will be enjoyed at a nice location. Clothes and shoes according to the weather, as we will be outside. We meet at 10.00, Gammelgård, Hermansjö. Free of charge. Questions to Annica Åberg, +46 730517077.

[hermansjon.blogspot.com](http://hermansjon.blogspot.com)

## **Häxmuseet**

The exhibition with interactive digital technology and traditional artistic expression tells of an intense period of witch hysteria that lasted 1668-1676. Open in summer with extended opening hours from week 26. Guided tours can be booked every week.

[haxmuseet.se](http://haxmuseet.se)

## **Open-Air Museum Hägnan**

Each house at the Open-Air Museum Hägnan tells a story. About the time when they were built, how people in the region lived in past ages, and in various social settings. Thursday-Sunday we offer free guided tours in our farmhouses, in English and in Swedish. On Wednesdays, you can bake your own bread. Welcome!

[visitgammelstad.se](http://visitgammelstad.se)

## **Stackgrönnan's boat museum**

Stackgrönnan's boat museum is beautifully located next to Skellefteå river, only 15 minutes by car from the city center. Here you can see utility boats from the era when boats were a work tool. The exhibition of boat engines is one of Sweden's largest. Free entrance.

[skellefteamuseum.se](http://skellefteamuseum.se)

## **Svartviks industriminnen**

Experience a historic environment just outside of Sundsvall with room for creativity, activity, and calmness. There is a cafe, play area, historic buildings with viewing cabinets and an English park. Don't miss the exhibition "From loading dock to industrial memory" with a model of Svartvik in the 1930s. Welcome to an industrial historical pearl, where you can also have picnics and rambles!

[svartviksindustriminnen.se](http://svartviksindustriminnen.se)

## **Västernorrlands museum**

In Härnösand you can follow the county's history from the ice age to modern times, see art by Atti Johansson and Bengt Lindström or discover a new author or meet an old favorite during Litteratursommar. Deepen your experience by listening to the county's stories in the Kulturpunkt app and come and taste food from all over the world at Internationella festen. Read more in the summer program:

[https://wp.innocode-cdn.com/vnmuseum.se/uploads/2024/05/sommarprogram\\_webben\\_2024.pdf](https://wp.innocode-cdn.com/vnmuseum.se/uploads/2024/05/sommarprogram_webben_2024.pdf)

## **Ådalens Industrimuseum**

On June 15, you are welcome to the premiere of our new exhibition about people - and animals! - who contributed in various ways to creating Ådalen's industrial history. Later that evening we run Vinylklubb with music and food. Follow us on social media for more information!

[facebook.com/adalensindustrimuseum](https://facebook.com/adalensindustrimuseum)



# SAVE THE DATES!

August 28, 2024  
**MORNING COFFEE**  
online at 10 - 11  
(Finnish time)

[JOIN US HERE](#)

September 10, 2024  
**Walk the talk!**  
Online network meeting  
at 10-12 (Finnish time)

[SIGN UP HERE](#)

Don't forget to answer our survey about the Bothnia  
Business Heritage Network.

*Your opinion is very appreciated! Thank you!*

[ANSWER HERE](#)



## Contact

Questions or comments?  
Feel free to contact us!

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Vi talar även svenska  
Puhumme myös suomea

