



BOTHNIA BUSINESS HERITAGE NETWORK

Newsletter 13
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SKELLEFTEÅ

BOTHNIA BUSINESS HERITAGE FINAL SEMINAR

Jakobstad (FIN) and ONLINE

August 20

at 9.30-15.30

(Note! Finnish time)

*The seminar will be held in the Rotunda auditorium at Campus
Allegro, next to the town square and city hall*



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



[bothnia_business_heritage](#)



[bothniabusinessheritage](#)

Join our final seminar in August!

The Bothnia Business Heritage project is approaching its end, and on August 20, it's time for the **final seminar in Jakobstad**.

It will feature a varied program, including musical performances, a keynote speech focused on innovation and future visions, and a range of other activities. We will present an **overview of today's expectations for cultural heritage actors**, how networks can strengthen organizations in the Gulf of Bothnia region, and the **innovative services** that have been developed during the course of the project.

As a result of the project, in addition to a large network of cultural heritage actors, educational workshops, and new service packages, a **guidebook** will be made available in both printed and digital form. During the seminar, we will present the guidebook, and the various tools developed within the project.

We will also hear the story of a very **unique instrument** that originates from the Jakobstad region and enjoy performances by Finland's leading folk musicians playing pieces with this instrument.

The event offers an excellent opportunity for participants to **network**, exchange ideas, and explore new partnerships across borders. Attendees will include representatives from museums, cultural institutions, local businesses, municipalities, and international partners, all coming together to celebrate the shared industrial and maritime heritage of the region.

We warmly **welcome** everyone interested in cultural heritage, innovation, and cross-border cooperation to join us for this inspiring and forward-looking event!



New Museum Services Make Cultural Heritage Engaging and Attractive

Have you ever wondered how to breathe new life and interest into your cultural heritage site? Or perhaps you aim to enhance an existing service to make it more appealing? The Bothnia Business Heritage project offers an excellent opportunity to explore these possibilities!

During the project, several museums have participated in developing new services through workshops and tasks. Now, the tools, insights, experiences, and lessons learned from these workshops have been compiled into a **guidebook** that serves as a practical guide for creating new services and products. The guidebook is designed so that anyone can utilize the tools and methods presented to develop their own offerings.

The guidebook will be completed in the summer of 2025 and launched at the project's final seminar in Jakobstad in August. It will be available in three languages: Finnish, Swedish, and English. You will then be able to find the digital version on the project's website at www.bbhnetwork.org, and printed copies will be distributed during the seminar and via the project partners. Creating new museum services is not only rewarding but also crucial for revitalizing and increasing the visibility of cultural heritage. This guidebook provides a practical and inspiring toolkit for anyone looking to develop their activities and create new services, especially those aimed at the business community.



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When culture heritage actors and businesses meet

During the course of the project, 23 roundtable discussions have been conducted all over the Gulf of Bothnia to explore exchanges between cultural heritage actors and the business community. In summary, the cultural heritage actors have seen potential in being able to collect more knowledge about local industrial and business history in collaboration with the business community. Knowledge which can then be made available. Many museums are used to organizing public programs for, for example, school classes and senior groups, but corporate groups are still notably absent. For smaller museums, the main reason isn't a lack of interest, but rather challenges related to resources and space capacity. The few that have worked with businesses in the past see benefits in incorporating collected knowledge into collections and exhibitions. The strengths of cultural heritage actors include being able to offer unique experiences in a relaxing environment. A need is also that it contributes with an income.

Businesses generally want ready-made experience packages for their employees or customers. Cultural heritage actors saying they could offer guided tours, craft courses and historical interactive plays, for example. In the interviews, business actors have expressed an interest in cooperating. But most often, there is a lack of priorities and financial resources to do so today. There is an interest in preserving historical sites, documenting and digitizing materials, documents and photos. Sponsorship to organizations can be an opportunity, especially for activities for children and young people.

It can also be about strengthening a company's brand around its history, increase employee pride and motivation, and contributing to sustainable development.

The full summary is available on the [Bothnia Business Heritages website](#).



BBH at the TICCIH Congress in Kiruna

From August 25-30, the Bothnia Business Heritage project will participate in the TICCIH Congress in Kiruna, Sweden. TICCIH stands for The International Committee for the Conservation of the Industrial Heritage, and this year's congress is titled "Heritage in action: Legacies of industry in future making". The event will explore the tensions and controversies surrounding industrial heritage with themes ranging from sustainability, inclusion, and colonialism to popular culture and AI.

Our session, Industrial heritage and modern business-building sustainable collaboration in the Arctic and beyond? will take place on August 27 from 4:40 to 6:10 PM. It will focus on how industrial heritage in the Gulf of Bothnia region can create mutual benefits for both cultural heritage and business actors through collaboration and sustainable networks.

That same evening, from 5:00 to 7:00 PM, there will also be a public program at Kiruna library featuring free lectures related to industrialization, deindustrialization, and the afterlife of industries following their closure.

Do you also want to joint the Ticcih Congress? [Register here!](#)
You find more information on the [conference website](#).

Answer our survey!

As the project Bothnia Business Heritage is coming to an end in August 2025, we now wish to get feedback from cultural heritage actors that have taken part of one or several of our network meetings. Your contribution will only take minutes, but will be of great value as the continuation of the network is planned. You find the survey [here!](#) THANK YOU!



SAVE THE DATES!

June 10, 2025
MORNING COFFEE
online at 10 - 11
(Finnish time)

[JOIN US HERE](#)

AUGUST 20, 2025
FINAL NETWORK
MEETING
Jakobstad/online
at 9.30-15.30
(Finnish time)

[SIGN UP
HERE](#)

Contact

Questions or comments?
Feel free to contact us!

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Vi talar även svenska
Puhumme myös suomea