

# W-Power Transnational Networking Week in Jokkmokk

11<sup>th</sup> – 15<sup>th</sup> November 2019  
Lapland Travel Report



W-Power

# Stakeholder experience on transnational network week

This report presents experiences of Lapland entrepreneurs on W-Power visit to Jokkmokk's Transnational Networking Week and Thematic Seminar in November 2020.

## Beauty Center Arctica / Maarit Rantakupari

This trip was really inspiring and eye-opening experience for me. The destination (Jokkmokk) itself was very interesting, a small village situated in the northern Sweden. I was surprised how active and full of life the village was and how many multi-talented entrepreneurs we met.

The most valuable things I experienced during the stay were:

- You can do many things, you don't have to concentrate only on one thing. Don't put all the eggs in the same basket!
- Our everyday life and routines are interesting to other people, they are our culture. Think what you could offer them and make some product development.
- Connections and networking are everything!
- You can do almost anything if you just have the right connections and believe on yourself

## Lapponia Safety Oy / Jenni Lindgren

It was a memorable and wonderful working week in Jokkmokk, Swedish Lapland. We stayed in hotel Åkerlund which was so nice and attractive in many ways. The welcome gift given at the hotel was a nice surprise!

During the week we had lots of very impressive and interesting visits to local companies (for example Åsgård Guesthouse and Beauty Factory in the pictures). It was so interesting to hear the stories of local women entrepreneurs and hear how small and unassuming conditions had been pushed from there to the world market. Those stories gave me a lot of new energy and the belief that anything is possible when you believe in yourself.



In addition to the visits we had workshops and International Seminar in hotel Jokkmokk where it was my pleasure and honor to present my company too (down in the picture).



Women entrepreneurs from Canada, Scotland, Shetland, Ireland, Iceland, Sweden and Finland participated the program.



We also had some time for shopping and outdoor activities like kick sledding and same time we had a possibility to do some sightseeing in Jokkmokk. In terms of safety I saw local fire station (down in the picture). During the shopping and outdoor activities it was also nice to share our working experiences and to get to know each other and our cultures better.



Two of my favourite places to shop were Stoorstålka (picture on the right) and Jokkmokks Tenn. We ate local food daily and it was really good, especially "Ren på sten" in the Restaurant Ajtte.

The latest visit we made was incredible Treehotel in Harads, Sweden. At that hotel I was wondering about how those apartments in the trees still stand in the storm or windy weather.



Safety is involved in every business and that's why every day and all the visits were important for me to find out different ways and to get new ideas to improve safety in business. They are often small things how to improve safety.

During this trip I noticed that even in this project and in every business it would be important to keep safety issues all the time "on the wall" travelling abroad also.

I got many good contacts, especially after my presentation at the International seminar, to do business in the future. It would be so nice to meet those people again soon. I'm very grateful that I was invited to this trip!

## Ideal Arctic OY / Anne Kaakkuriniemi

I had an honor to participate in the international networking seminar in Jokkmokk, Sweden with other entrepreneurs and the W-power project team from Finland, Sweden, Scotland, Ireland, Shetland, Iceland, and Canada. Participation was a privilege for me, as meetings, such as these, bring true value for entrepreneurs.

During the capacity building and networking seminar, we, women entrepreneurs presented our business ideas and companies. This was a great opportunity and I am thankful for the opportunity to be a presenter. These situations matter a lot to us entrepreneurs and it is great to have feedback from our peers.

At daily meetings and events during the week, I received international contacts, new ideas, inspiration and support for my entrepreneurial path. We had a great time visiting with many local entrepreneurs. It is always important and motivating to hear the stories and visions, share the best practices and thoughts with others in similar positions.

The most valuable visits were the ones where the entrepreneurs told us about their commercial journey in addition to the background stories of the companies. It is very interesting to hear how things are done across the border and see what we can learn from it.

Especially an entrepreneur couple of Stoorstålka Sami Design company, Lotta and her husband told interesting stories of their company and about their philosophy of running it. I especially appreciated their way of thinking about possible challenges. If there is something they do not know how to do, are not happy the way they do or notice their way is too slow, they will create a way to do it better and faster. This quite often requires learning of many new things and skills, but it seemed not to be a problem for them. They are doing business with digitalization focus and that is always interesting as it is important today.





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At the Tree Hotel, Britta told us their whole story. Tree Hotel is a good example how you can grow your business far away from cities when you just trust in your ideas, are ready to work hard and have a bit of luck (eg. meet the right people in the press meeting). Tree Hotel owners are a good example when taking things practically further, takes business further.



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The story of c/o Gerd was also interesting. Anna-Lena, the co-founder told us the inspiring story of their growth which is based on quality products, hard work, lots of travel and good networking. The story was a good example how it is possible to grow your business also based at a small village and inspire people internationally.



Eva's and Helena's storytelling with photos at one dinner was interesting too. They served us local tapas while telling interesting stories of their life and surroundings in different seasons. I think this was a result of a good product development process which would work great in Finland too.



One thing I noticed among the entrepreneurs in Jokkmokk, was, that everyone seemed to be extremely positive and happy about their decisions and surroundings they do business in. It seems Jokkmokk is an ideal place to take care and keep the balance between work and leisure. And no doubt it, Jokkmokk was such an interesting and beautiful destination.

During the week I got to know many new people from abroad and Finland. Great contacts, who I will be in touch with, and possibly creating business together in the future.

From this point, it is great to keep on going on developing the company, in a value-based sustainable way, participating in meetings like this, when possible, co-operate with other business owners domestically and internationally and naturally – enhance the year-round tourism in the Arctic, also in slow season times.



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| <b>Program</b>   |
| <b>After Monday 11<sup>th</sup> Nov</b>  |
| 12.00 – 18.00 Minibus from Rovaniemi to Jokkmokk   |
| 21:30 – 22.30 Meeting participants, networking dinner at Hotel Akerlund  |
| <b>Tuesday 12<sup>th</sup> Nov</b>   |
| 08:00 – 9:20 <b>c/o Gerd</b> - Beauty factory <a href="https://careofgerd.se/">https://careofgerd.se/</a> . Meeting co-owner Anna-Lena Rippert. Facial ritual.   |
| 10:00 – 12:40 <b>Project meeting</b> for project staff   |
| <b>Parallel programme for stakeholders / entrepreneurs</b>   |
| *Visit Eva Gunnare, Essense of Lapland, at her home in Lappstan, <a href="https://www.eolapland.se/english">https://www.eolapland.se/english</a>   |
| *Visit Lotta Stoor, Stoorstälka, <a href="https://stoorstalka.com/">https://stoorstalka.com/</a>   |
| *Visit Karin Nordström, Jokkmokks Bär, <a href="http://jokkmokksbar.se/">http://jokkmokksbar.se/</a>   |
| 13:00 – 14:00 <b>Restaurant Ájtte, Lunch</b> , Meeting the owner Victoria Andersson  |
| 14:00 – 15:00 <b>Guided tour at Ájtte</b> – the Swedish Mountain and Sámi museum, <a href="http://www.ajtte.com/">http://www.ajtte.com/</a>  |
| 15:30 – 16.30 <b>Åsgård Guest house</b> , <a href="https://www.svenskaturistforeningen.se/boende/stf-jokkmokk-vandrarhem/">https://www.svenskaturistforeningen.se/boende/stf-jokkmokk-vandrarhem/</a> . Meeting with Caisa Isaksson, the owner of Arctic Guest House and Activities. Swedish fika  |
| <b>Business presentations:</b>   |
| *Sophie Rogers, In Nature Therapy, Scotland /HIE   |
| *Jessica Honkanen, Celo NY, Karelia  |
| 18:30 – 21:00 <b>Welcome dinner</b> with invited guests at Hotel Akerlund:<br><b>"Njálgge"</b> – A concept with unique local flavours combining traditions and new innovations.<br>A presentation and performance by:<br>Eva Gunnare - Food Creator and Culture Guide "Essense of Lapland", <a href="https://www.eolapland.se/english">https://www.eolapland.se/english</a> and<br>Helena Länta - Reindeer Herder and Speciality Reindeer Meat Producer, <a href="http://www.njalgge.com/">http://www.njalgge.com/</a> |
| <b>Wednesday 13<sup>th</sup> Nov</b>   |
| 08:30 – 10:30 <b>Steering group meeting for project staff</b>  |
| 08:30 – 10:30 <b>Parallel programme for stakeholders / entrepreneurs</b>   |
| *Visit to Jokkmokks Tenn, <a href="https://www.jokkmokkstenn.se/sv-SE">https://www.jokkmokkstenn.se/sv-SE</a>  |
| *Visit to Pirak Decor & Design, Mikaela Unga Pirak, <a href="https://pirakdecordesign.se/">https://pirakdecordesign.se/</a>  |
| 10:30 – 11:45 <b>Gender sensitive Business coaching</b> ; good ideas and food for thought  |

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| 11:45 – 12:30 <b>Lunch</b> at Hotel Akerlund  |
| 13:00 – 18:00 <b>Online Pitching Event for project staff</b>  |
| 19:00 <b>Dinner at Restaurant Ájtte</b><br>Meeting and dining with:<br>*Sámi businesswoman Anna Kuhmunen <a href="http://silba.se/">http://silba.se/</a><br>*Sámi craftswomen and teacher of Sámi Duodji at the Sámi Education Center, Anna-Stina Svakko  |
| <b>Thursday 14<sup>th</sup> Nov</b>   |
| 08:30 – 14:30 <b>Capacity building and networking seminar</b> (Hotel Jokkmokk)<br><br>8:30 – 10.05<br>Welcome to Jokkmokk/Strukturum Jokkmokk, Sweden<br>Introduction to the W-Power -project / Helena Puhakka-Tarvainen, Karelia UAS, Finland<br>Entrepreneur presentations<br>Beauty Center Arctica / Maarit Rantakupari, Finland<br>Skirr / Moira Newiss, Scotland<br>Ideal Arctic OY / Anne Kaakkuriniemi, Finland<br>Maysonbrook / Bernadine Egan, Ireland<br><br>10.05 – 10:25 Coffee<br>10.30 – 12.30<br>Hyvää luonnollisesti Oy / Katri Palpatzis, Finland<br>Lapponia Safety Oy / Jenni Lindgren, Finland<br>The Key Associates Inc. / Ginette Goguen, Canada<br>Business funding portfolio of the Norrbotten County Council / Elisabeth Englund Johansson, Erika Falk, Norrbotten County Council<br>Venture Capital -only for the big (male) players? / Ingela Lindström, Mikael Edström, PartnerInvest<br>What about the bank? When local presence matters / Sara Kristiansson, Sparbanken Nord, Jokkmokk<br><br>12.30 – 13.30. Networking lunch<br>How national policy can contribute to enhanced competitiveness and growth in small and medium sized companies / Sara Nilsson, Swedish Gender Equality Agency<br><br>14.30 Coffee/tea, end of seminar |
| 15:00 – 16:30 <b>Training session/workshop</b> for the core project team:<br><i>'How to support the local business community to grow with the help of equality and diversity'</i><br>– Sara Nilsson, Swedish Gender Equality Agency   |
| 15:00 – 17:30 <b>Parallell programme for stakeholders / entrepreneurs:</b> Jokkmokk Art & Design walking tour   |
| *Katarina Spiik Skum – Sámi crafts artist   |
| *Lena Sandberg Johansson – Glass artist   |
| *Maria Klang - Photographer   |

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| *Leila Nutti – Sami multientrepreneur  |
| 19:00 <b>Dinner</b><br>The dinner starts with a visit at Arctic Deli, <a href="http://www.arcticdeli.se/">http://www.arcticdeli.se/</a> . Meeting the owners.<br>Tasting of local specialities and Arctic craft beer |
| <b>Friday 15<sup>th</sup> Nov</b>  |
| 07:30 <b>Departure to Tree Hotel, Harads,</b> <a href="https://www.treehotel.se/en/">https://www.treehotel.se/en/</a>  |
| 08:30 – 10:00 Meeting with Britta Lindvall Jonsson, one of the founders, Guided tour   |
| 10:15 Departure to Tornio  |

