

GLOW2.0 - Green energy technologies for tourism growth



Marketing Development Report

(Deliverable D.2.5.2)

Nov 2024.

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GLOW2.0 project promotion and communication activities

GLOW partners have constantly promoted and shared whenever possible, materials and news from period 1 – period 4 of the project, resulting from direct engagements with SMEs. For example, survey results for SME needs and wishes for development has been shared for use also by SMEs not directly engaged with GLOW, but that might find materials useful for self-development purposes. This has, among other, been made available via [project website](#). This report gives an overview of promotional and communications actions of GLOW2.0 project in participating regions for purposes of regional and national impact, and those done in joint collaboration with an aim of transnational and global impact.

I. Promoting results of engagements with SMEs

16.8.2023 – Dark Sky Festival Kaavi, Finland

GLOW promoted the jointly organised festival by Kaavi, Juuka and Tuusniemi SMEs that worked with GLOW starting period 1 of the project via Kaavi municipality Dark Sky project collaborations.

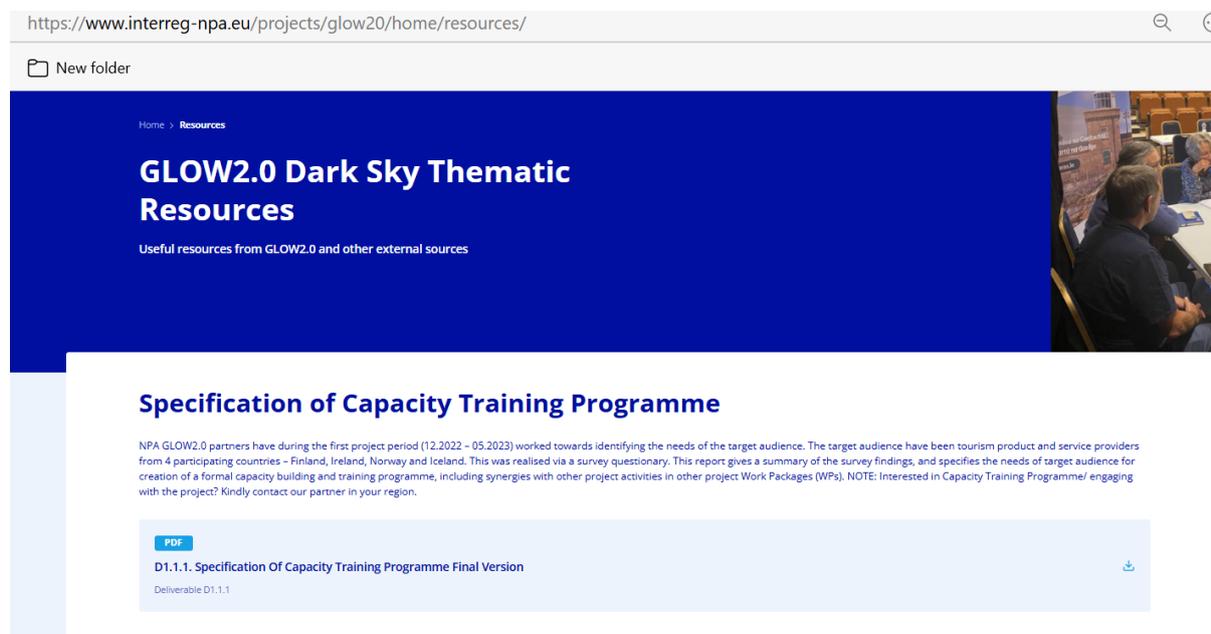


The screenshot shows a news article on the Interreg website. At the top left, there is the Interreg logo and the text "Co-funded by the European Union". Below this is the text "Northern Periphery and Arctic". On the right side, there is a navigation menu with links: "Home", "About the project", "News & Events", "Resources", and "Outputs & Results". The article title is "Dark Sky Festival Kaavi, Finland" in a large, bold, blue font. Below the title is a short paragraph: "Unlit sky, natural light, darkness, celestial signs, known and unknown stars, planets... Astrotourism - what is it? Learn more about these at the Dark Sky festival in Kaavi, Juuka and Tuusniemi between 15 - 17th September." To the left of the paragraph is a small box with a calendar icon and the text "DATE 16.08.2023". Below the text is a large image of a dark sky with a full moon and the aurora borealis. The image contains the text "Pimeä kuu - FESTIVAALI 15.-17.9.2023" and "Kaavi.fi/pimeys".

1. Findings of GLOW capacity building mapping of SME needs

2023 - Deliverable D1.1.1 Needs of SMEs interested or working within Dark Sky Economy

NPA GLOW2.0 partners, during the first project period (12.2022 – 05.2023) worked towards identifying the needs of the target audience. The target audience have been tourism product and service providers from 4 participating countries – Finland, Ireland, Norway and Iceland. This was realised via a survey questionnaire.



A summary of the survey findings (deliverable D1.1.1), specifying the needs of target audience for creation of a formal capacity building and training programme, including synergies was shared via the [NPA GLOW project website](#). How to contact the project if an SME is interested in GLOW2.0 capacity building programme, was also mentioned.

2023 - Deliverable D3.2.1 Review Paper presenting Current Status and Strategies with regards to Dark Sky Tourism in Northern Periphery and Arctic

GLOW worked on identifying the individual regional approaches in participating regions to dark skies as a concept, in terms of tourism, to draw out the synergies and difference in approaches across the regions. The other aim was to identify gaps and areas for attention, to enable conducive environments for SMEs working in, or interested in the Dark Sky tourism economy.



Martina U. Pihlén & Olof Stenroos
Review Paper of Current Status and Strategies with regards to Dark Sky Tourism in the Northern Periphery and Arctic Regions



Julkaisun pysyvä osoite on

<https://urn.fi/URN:ISBN:978-952-275-420-2>

This NPA GLOW2.0 Northern Periphery and Arctic project survey aimed at identifying the preservation efforts and initiatives for Dark Sky areas and light pollution in participating NPA regions. For the study, the existing strategies to Dark Sky Tourism in Ireland, Finland, Northwest Iceland, and Norway within the context of the NPA region have been examined. With a focus on regional development and policy implementation, the study investigates the unique approaches and initiatives adopted by these countries, shedding light on the workings of their respective regional landscapes.

Kokoelmat

Julkaisut

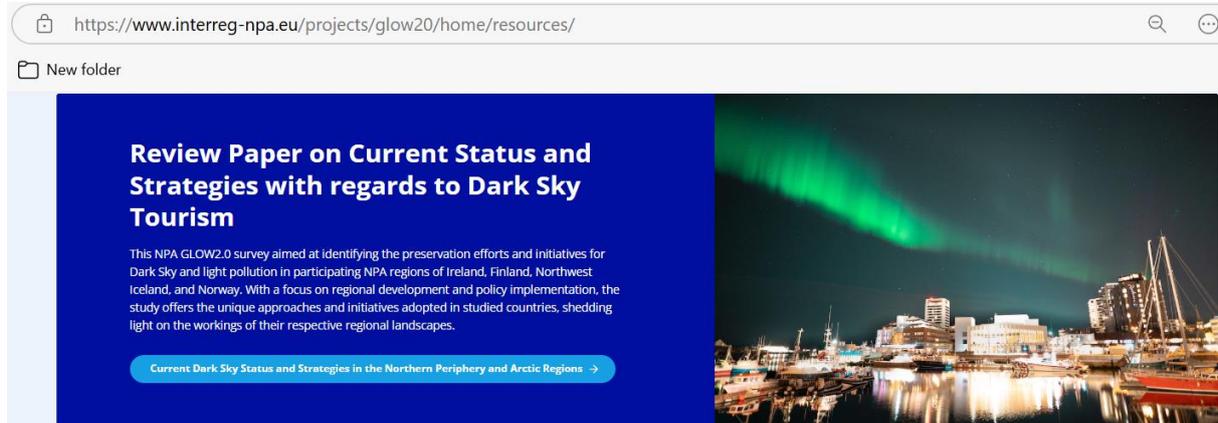
Avaa tiedosto



[C133_DarkSkyTourismStrategies.pdf](#)
(1.662Mt)

Lataukset: 199

The results of these engagements were condensed into a report deliverable D3.2.1 A review paper indicating the current status of strategies This has been promoted and shared with target groups both directly involved during GLOW events/ GLOW participated events, and those not directly involved with the project via NPA project [website](#).



2024 - Presenting results of SME engagements in creative industries networking possibilities workshop

GLOW promoted results of engagements with SMEs during workshop event organised by creative industries project (PK Taideverkkarit by Arts Promotion Centre Finland). During

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this workshop, GLOW2.0 project and aims were presented to the participants. Karelia representative also contributed to the workshop sessions, most importantly on ideas for regional tourism development in cooperation with creative industries (art, music, etc). GLOW2.0 representative shared the need for collaboration in the region (co-creation using festivals as testing venues), the roles that could be played to enhance tourism by municipality (museums, unused buildings for pop-up events e.g. artists, music conservatory), by accommodation and food providers, and other creative industries (artists, handcrafts, musicians, theatres) in diversifying offers and lengthening season (Dark months) to add value to the region, including networking for tourism.



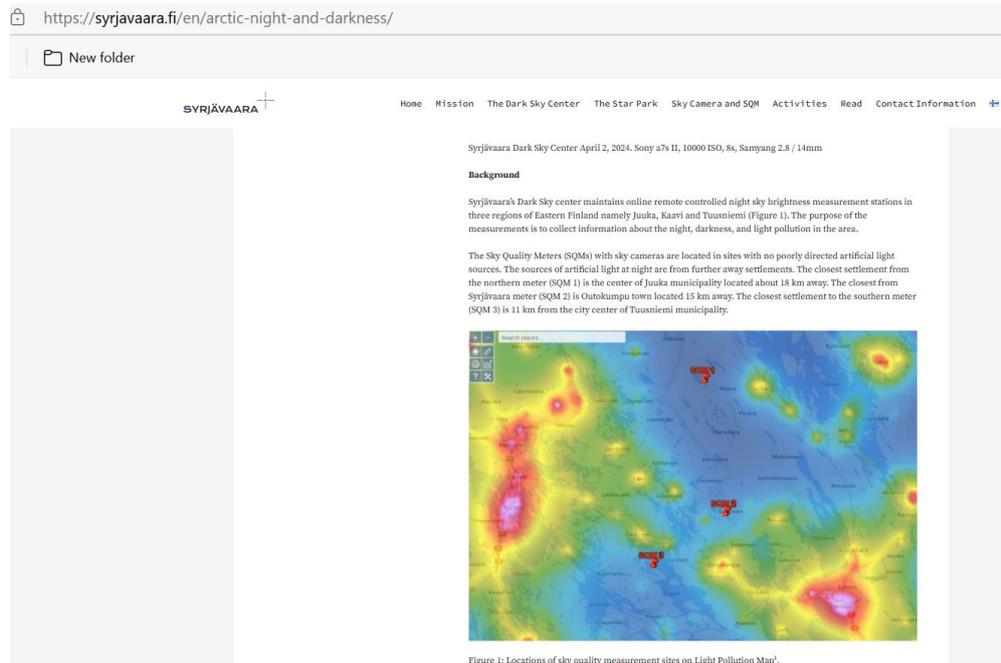
A PIENI JA SUURI POHJOIS-KARJALAINEN HAAVE VUODELLE 2030

MATKAILU:

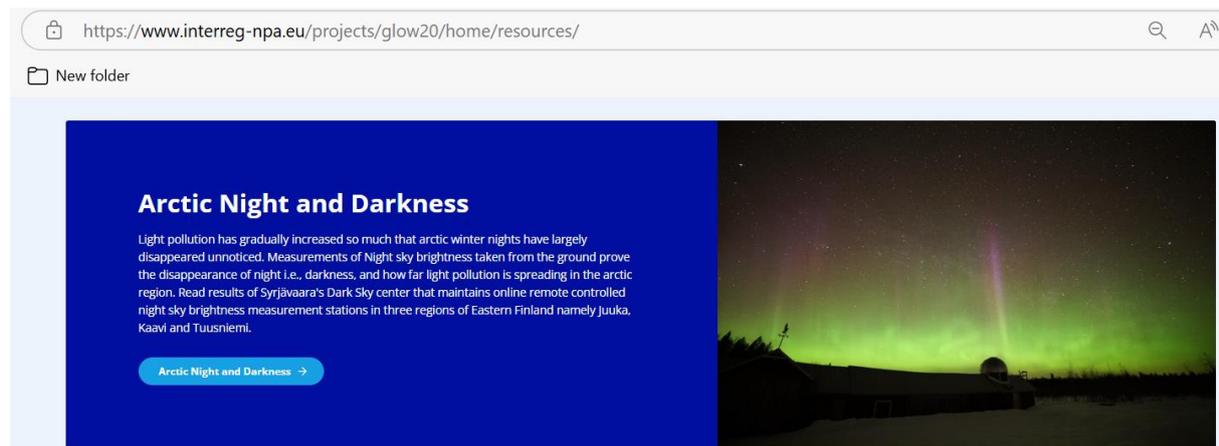
- **Suuri:** Pohjois-Karjala on laajasti tunnettu (ihan ulkomaita myöten) kulttuurimatkailukohde.
- **1. Pieni haave yhteistyö luova ala ja matkailu...esim. festivaali, tarjontaa, hankkeet**
- **2. Isompi kuvio: verkostoituminen PK:lla ja Pohjoisen Periferia, Arktisen alueen toimijoiden kanssa – Norja, Ruotsi, Islanti, Irlanti yms. Näkyvyys.**
- **Suuri:** Eri taiteenalojen toimijat toimivat yhdessä ja tuotteistavat matkailuyritysten käyttöön taidetuotteita/-palveluita myytäväksi
- **Pieni:** Maakunta on elinvoimainen. Matkailumarkkinointi
- **Suuri:** Maakunnan kulttuurimatkailukohteet ovat elinvoimaisia. Niitä on kehitetty ja ne keräävät paljon asiakkaita.
- **Pieni:** Toimiva ilmoitustauluverkosto, joka kattaa hotellit ja monet julkiset tilat, myös katutilaa.

2024 - Light pollution measurement results of GLOW engaged SME Syrjävaara Oy

GLOW has promoted the development works of engaged SME Syrjävaara Oy.



GLOW shared Syrjävaara's report showing results of measurements of Night sky brightness taken from the ground proving the disappearance of night i.e., darkness, and how far light pollution is spreading in the arctic region. The results were of night sky brightness measurement stations in three regions of Eastern Finland (NPA regions) namely Juuka, Kaavi and Tuusniemi. GLOW assisted in results analysis and translation of the English version of the article "Arctic Night and Darkness".



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20.2.2024 - Article (Future of Tourism) in University of Applied Sciences Journal

<https://uasjournal.fi/2-2024/tulevaisuuden-kestava-matkailu-on-pimean-peitossa/>

<https://uasjournal.fi/2-2024/tulevaisuuden-kestava-matkailu-on-pimean-peitossa/>



Home of Shaping E...

AMK-LEHTI // UAS JOURNAL
Journal of Finnish Universities of Applied Sciences

AMK-lehti/UAS Journal

Ohjeet

In English

Yhteystiedot



2/2024

Tulevaisuuden kestävä matkailu on pimeän peitossa



Loistavat yöpilvet elokuvassa Kaavi 2018. Kuva: Olli Reijonen.

Tarja Kuplainen, Olli Reijonen & Outi Santaniemi

20.05.2024

Pimeys on leveyspiireillämme luonnonvara, jota toisinaan tuntuu olevan liikaakin. Matkailussa pimeyttä on hyödynnetty Suomessa lähinnä revontuliturismissa, mutta pimeän taivaan matkailussa on vielä paljon potentiaalia hyödyntämättä. Etenkin syrjäisten alueiden yrityksille pimeyteen liittyvät elämys- ja arvotekijät tarjoavat uusia mahdollisuuksia erottautua edukseen matkailumarkkinoilla.

Pimeyttä hyödynnetään matkailussa vielä liian vähän

Pysyvä osoite / urn

<https://urn.fi/URN:NBN:fi:fe2024042320864>

Avainsanat

#dark sky tourism

#GLOW2.0

#Karelia-ammattikorkeakoulu

#matkailu- ja palveluliiketoiminta

#NPA Interreg

#pimeän taivaan matkailu

#Syrjävaara goodnight

Uusimmat sisällöt / New content

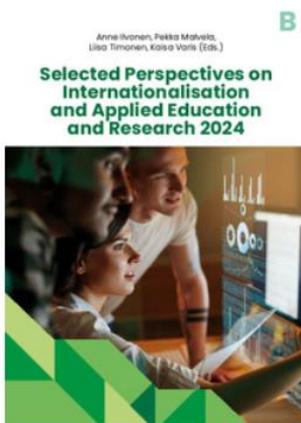
Kirjoittajakutsu 4/2024: Työelämä ja osaamistarpeiden muutos

21.5.2024

Vuosi 2024 on lähempänä kuin ajattelimmekaan

2024 - Article (GLOW animation production) in Selected Perspectives on Internationalisation and Applied Education and Research 2024

<https://urn.fi/URN:ISBN:978-952-275-442-4>



Julkaisun pysyvä osoite on

<https://urn.fi/URN:ISBN:978-952-275-442-4>

This publication addresses the key themes of Karelia University of Applied Sciences: applied education, practical research, and internationalisation. This collection of articles offers an in-depth look at how the university responds to the educational challenges and opportunities of today and the future. The publication aims to present Karelia University of Applied Sciences' strategic choices and actions that shape its operating methods and development directions.

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2. Learnings from benchmarking activities and engagement events

GLOW has also shared learnings from benchmarking activities and mapping of business models aligning with GLOW objectives and themes.

2023 - The British Association of Planetaria Conference & OM Dark Sky Park & Observatory

The British Association of Planetaria Conference & OM Dark Sky Park & Observatory report provides an overview of GLOW participation in the British Planetarium Conference 2023, hosted at Armagh Planetarium, and GLOW visits to OM Dark Sky Park and Observatory, as well as Sperrinview Glamping site.

GLOW 2.0: British Association of Planetaria Conference & OM Dark Sky Park & Observatory

Period 2



The British Planetaria Conference 2023 held in Armagh brought together experts and researchers in the field of astronomy, space exploration, and planetarium technology. Armagh Planetarium was one of the founding members of BAP. Throughout the conference, various themes were explored, topics such as the promotion of dark skies tourism, technological advancements like Virtual Reality (VR), and the innovative concept of a mobile planetarium. Additionally, GLOW gained insights into an ongoing heritage community project at Sherwood Planetarium and Observatory. All those, and details about GLOW partners' comprehensive tour of the OM Dark Sky Park and Observatory have been shared.

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📁 New folder

British Association of Planetaria Conference & OM Dark Sky Park & Observatory

This report provides an overview of our participation in the British Planetarium Conference 2023, hosted at Armagh Planetarium, and our visits to OM Dark Sky Park and Observatory, as well as Sperrinview Glamping site. The British Planetaria Conference 2023 held in Armagh brought together experts and researchers in the field of astronomy, space exploration, and planetarium technology. Armagh Planetarium was one of the founding members of BAP. Throughout the conference, various themes were explored, topics such as the promotion of dark skies tourism, technological advancements like Virtual Reality (VR), and the innovative concept of a mobile planetarium. Additionally, we gained insights into an ongoing heritage community project at Sherwood Planetarium and Observatory. We also provide details about our comprehensive tour of the OM Dark Sky Park and Observatory.

PDF

Glow2.0 WP3 BAP Conference Om Dark Sky Park

Learnings on promotion of dark skies tourism, technological advancements like Virtual Reality (VR), and the innovative concept of a mobile planetarium.



2023 - AR VR INNOVATE Conference & Expo

26th May 2023 GLOW 2.0:

WP2: Immersive Technology Virtual Planetarium Development

Deliverable D2. 1.1



ARVR is one of the premier conferences in Europe that focuses on commercial application of AR and VR, this event started in 2014. It has been at forefront in promoting business using AR and VR technologies. The main purpose GLOW2.0 was part of this trip was to further explore and gain knowledge in Virtual Reality Experiences. GLOW wanted to explore the available options in the market to aid with the technical specification for the virtual planetarium. GLOW key learnings & recommendations on AR/VR/Immersive technologies were shared/promoted!

📁 New folder

Benchmarking Trips – AR VR INNOVATE Conference & Expo

ARVR is one of the premier conferences in Europe that focuses on commercial application of AR and VR, this event started in 2014. It has been at forefront in promoting business using AR and VR technologies. The main purpose GLOW2.0 was part of this trip was to further explore and gain knowledge in Virtual Reality Experiences. We wanted to explore the available options in the market to aid with the technical specification for the virtual planetarium. Read our key learnings & recommendations on AR/VR/Immersive technologies!

PDF

Period 1 2022 2025 GLOW2.0 May 2023 Benchmarking Trip ARVR RDS

Learnings & recommendations on Immersive technologies/ARVR applications



2024 - Matka 2024 Fair - Learnings into Dark Sky Tourism Communication for Sustainable Travel



FI



Integrating Matka 2024 Learnings into Dark Sky Tourism Communication for Sustainable Travel

23.9.2024

GLOW2.0's Finnish partner Karelia UAS' representatives attended the Matka 2024 Travel Fair in Helsinki on January 18th. The aim was to gain up-to-date knowledge of tourism industry, present the project and explore different ways to make tourism entrepreneurs and travellers more aware of the opportunities of the dark skies and new technologies. The trip proved to be successful: both old and new connections with stakeholders were fortified and benchmarking showed that there is indeed a market niche for dark skies related tourism offerings in Northern Europe.

GLOW was represented at the Matka 2024 Travel Fair in Helsinki on January 18th. The aim was to gain up-to-date knowledge of tourism industry, present the project and explore different ways to make tourism entrepreneurs and travellers more aware of the opportunities of the dark skies and new technologies. The trip proved to be successful: both old and new connections with stakeholders were fortified and benchmarking

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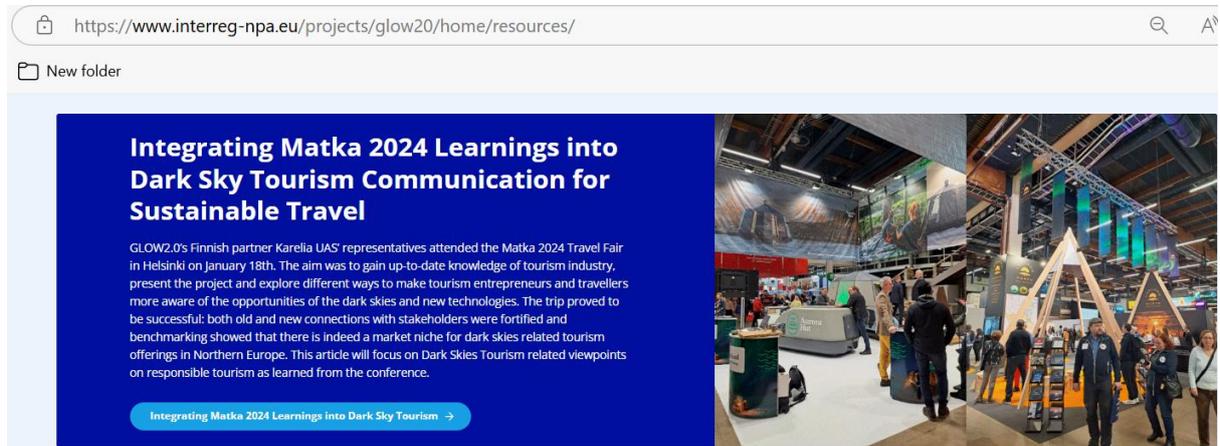


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showed that there is indeed a market niche for dark skies related tourism offerings in Northern Europe. An article focusing on Dark Skies Tourism related viewpoints on responsible tourism as learned from the conference was shared via [Karelia GLOW pages](#), [Karelia UAS PULSE portal](#), [NPA project website](#) and [SOME](#).



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3. 2023 – 2024 Podcast capturing themes of the project of interest to SMEs

GLOW produced podcast series on Dark Sky themes (in Finnish) as engagement outputs for the general public and other interested target groups. These podcasts, worked on during December 2023 – February 2024, showcase Dark Skies as an important aspect of sustainability. The podcasts (Pimeän pilkahduksia - Glimpses of Darkness) explore the GLOW themes of light pollution, dark sky protection, and dark sky tourism in the northern regions. The podcasts feature experts from different fields and backgrounds and is meant to be used both as a tool of general dissemination on the subject, for those both directly and not directly engaged with the project, but also as part of capacity building program materials. The podcasts are publicly available in Spotify via links on podcast titles. The themes for podcast series are:

Podcast 1: Dark Sky Protection and Tourism (Syrjävaara Oy Dark Sky tourism SME experiences in development of offerings)



Podcast 1 focuses on a researcher and entrepreneur from Syrjävaara Goodnight Oy, whose company has developed dark sky experiences in Kaavi, Eastern Finland. Olli has been engaged with GLOW since the very beginning of the project. In the episode Olli explains why he is passionate about protecting the natural night and how he measures light pollution in different locations. He also shares some of his findings on how light pollution affects the visibility of the night sky in Eastern and Northern Finland. The interviewee Olli Reijonen is an entrepreneur with interest in star photography and darkness preservation. He founded Syrjävaara Good Night Oy, which offers dark tourism and star courses in North Karelia. He says that his interest in the dark was sparked when he noticed that both the northern lights and milky way were visible from the hilltop on

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his family farm. He wants to share this experience with others and protect the dark night from light pollution.

Reijonen explains that darkness is vital for the balance of nature and human well-being. He says that all life is adapted to the variation of night and day, and that the increase in light disturbs the rhythms and foraging of animals and plants. He mentions that light pollution reduces insects and pollinators that are important for food production. He stresses that humans also need darkness for rest and recuperation, and that in the dark, the imagination and senses are awakened. Reijonen suggests that darkness could be a tourist asset in areas where there is still darkness. He says that city dwellers long for dark and safe places to experience a natural night. He presents a range of darkness-related tourism services, such as stargazing courses, northern lights tours, nighttime fishing, snow hiking and accommodation in dark areas.

He also challenges tourism entrepreneurs to raise awareness about darkness protection and the smart use of lighting. He says that the challenge of dark tourism is the weather and cloud cover, which means that the starry sky is not always visible.

Podcast 2: Light Pollution and Lighting Technology (Photonics professor at University of Eastern Finland, Dr. Pasi Vahimaa)



Podcast Episode
**Pimeän pilkahduksia -
Pasi Vahimaa - jakso 2**
Karelia podcast

Apr 16, 2024 • 36 min 37 sec

Podcast 2 focuses on responsible lighting insights by Pasi Vahimaa's, a professor of photonics from the University of Eastern Finland, who specializes in light-matter interactions, optical materials, and lighting technology. Pasi defines darkness as lack of light and light pollution as extra light that is neither necessary nor desirable. In photonics, light is a generic term for anything that has to do with the production, use or measurement of light. Darkness is just less light. The amount of light depends on the

situation, the user and the purpose. Light can create safety, comfort and well-being, but it can also stress, disturb and harm. The colour and spectrum of light affect the magnitude of its energy packets and thus the reactions it causes.

Pasi says that lighting technology has become more efficient and versatile with the switch to LED lighting. LED lights allow better control of the quantity and quality of light than traditional light sources. Pasi tells about how responsible lighting can reduce energy consumption and light pollution. For example, in greenhouses, LEDs can be used to produce the optimum light components for plants. Lighting can also be directed, positioned and shaped to best direct light where it is needed.

During the episode, it is recognised that light and darkness are both necessary and valuable. Light creates safety and comfort, while darkness provides rest, peace and experiences. Lighting should aim for moderation and consider the needs of the environment. It is possible to find harmony between light and darkness.

Podcast 3: Darkness, Traditions, and Cosmology (Folklorist and author Pasi Klemettinen)



Podcast Episode
**Pimeän pilkahduksia -
Pasi Klemettinen - jakso 3**
Karelia podcast

Apr 16, 2024 • 39 min 23 sec

In podcast 3, Pasi Klemettinen, a folklorist and author, who has written several books on the Finnish mythology, folklore, gives a talk about the role of darkness in folklore - the struggle between darkness and light in Finnish folk religion and tradition. Pasi tells that the bear has long been a subject of interest to him, and that he has written several works on bear legends.

Pasi explains the origin and meaning of the bear in the mythology of different peoples: how the bear is associated with the Big Dipper and the northern sky, and how it connects earth and sky. He compares Finnish, ancient and Native American stories about the birth,

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hunting and return of the bear. Pasi then talks about the struggle between darkness and light in Finnish folk religion and tradition: he describes how in Finland darkness has been associated with devils, foul spirits, poltergeists, and other evil forces, which have been fought with spells, wise men, and rituals. He also mentions how darkness has been part of the cycle of nature and the cycle of life.

4. 2023 – 2024 Blogposts on values and benefits of Darkness for SMEs and tourism operators

<https://glow.karelia.fi/blogi/>

<https://glow.karelia.fi/blogi/?query-6-page=2>

✓ folder



Pimeys, valo ja valosaaste

6.6.2023

GLOW2.0-hankkeessa keskitymme tarkastelemaan valaisemattoman taivaan mahdollisuuksia luoda uusia sisältöjä matkailupalveluihin ja rikastaa jo olemassa olevia tarjouksia. Pimeyden ja luonnollisen yön suojelu pitää sisällään myös monia ekologisia ja kestävä kehityksen mukaisia elementtejä, joihin sukellamme syvemmälle seuraavissa blogikirjoituksissa. Kotiplaneettamme elonkirjo on kehittynyt auringon, kuun ja tähtien valon ja sen voimakkuuden vaihtelun, spektrin, sekä valon ja pimeyden jaksottaisuuden...

» Lue lisää

Blogpost about Darkness, light and light pollution.

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Syrjävaara Good Night

29.6.2023

GLOW 2.0 osallistui Kaavin Pimeän taivaan hyödyntäminen osana vastuullisen matkailun kehittämistä -hankkeen tutkimismatkaan Kaavin Syrjävaara Good Night -kohteeseen. Avaruuden, revontulien ja taivaankappaleiden valokuvaukseen perehtynyt yrittäjä Olli Reijonen on perustanut vanhalle sukutilalleen Suomen ensimmäisen pimeänsuojelualaueen. Syrjävaaran tila on 1660-luvulla perustetun kantatilan osa, jota on asutettu katkeamatta 1700-luvulta lähtien. Olli Reijonen lunasti tilan perikunnalta itselleen vuonna 2014,...

» Lue lisää

1 2 Seuraava sivu

Blogpost about visit to a company developing Dark Sky offering.

Luonnollisen pimeyden merkitys ihmiselle

14.8.2023

Tähtitaivas ja Linnunrata ovat olleet ihmiskunnan historiassa merkittäviä inspiraation ja tiedon lähteitä. Ne ovat vaikuttaneet kulttuureihin, uskontoihin, tieteeseen ja taiteeseen. Taivaankappaleiden avulla on suunnistettu sekä opittu määrittämään aikaa ja vuodenaikoja. Valtava määrä myyttejä, legendoja ja uskonnollisia tarinoita eri kulttuureissa on saanut innoituksensa tähtitaivaalta ja Linnunradasta. Taivaankappaleet ovat myös erottamaton osa kansanperinteitä ja tarinoita, jotka ovat...

» Lue lisää

Blogpost about natural night and its significance to humans.

<https://glow.karelia.fi/blogi/>

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Hyönteiset ja valosaaste

31.7.2023

Hyönteiset ovat lajimäärältään maailman suurin eliöryhmä. Siksi niiden vaikutus ekosysteemeissä on merkittävä. Ympäristön muutosten vaikutukset hyönteisiin voivat vaikuttaa dramaattisesti ekosysteemien rakenteeseen ja toimintaan, myös ihmisille tärkeisiin ekosysteemipalveluihin kuten kasvien pölytykseen. Ruokaviraston mukaan maailman kukkivista kasveista lähes 90 % ja viljeltävistä kasveistamme noin 75 % on täysin tai osittain riippuvaisia pölytyksestä. Esimerkiksi metsämarjamme mustikka, puolukka ja...

» Lue lisää

Blogpost about significance of nighttime environments and natural nights to nocturnal organisms and pollutants, and relation to food security.

 <https://glow.karelia.fi/blogi/>

New folder

Pimeän pilkahduksia: Pimeyden suojele ja luonnollinen yö matkailun valttina (podcast)

12.4.2024

Pimeän pilkahduksia -podcastin ensimmäisessä jaksossa tutkija ja yrittäjä Olli Reijonen kertoo siitä, miten hänen matkansa pimeyden suojele puolestapuhujana alkoi, ja miten pimeyttä voisi matkailussa hyödyntää. Olli Reijosen yritys Syrjävaara Good Night Kaavilla tarjoaa mahdollisuuden vieraila pimeydensuojelualueella, tutustua tähtiin ja taivaan ilmiöihin ja opetella pimeävalokuvausta. Kuuntele jakso Spotifyssa: <https://podcasters.spotify.com/pod/show/karelia-ammattikorkeakoulu/episodes/Pimen-pilkahduksia-Olli-Reijonen-jakso-1-e21aedv>

» Lue lisää

Blogpost about GLOW podcast series' themes produced basing on needs of target groups and results from discussions and engagements with target groups.

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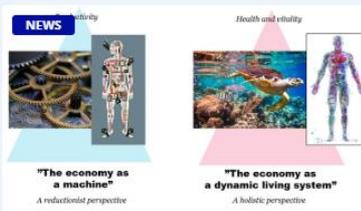
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5. Other promotion venues of engagements with SMEs



22.12.2024
Merry Christmas & Happy New Year 2025!



10.12.2024
GLOW2.0 project represented at the 4th International Conference for Sustainable...



10.12.2024
GLOW2.0 project was represented at "Under One Sky" conference 2024



28.10.2024
From Reykjavik to Blönduós via Sauðárkrúkur – Highlights of GLOW2.0 learning journey in...



13.05.2024
NPA GLOW2.0 international webinar attracts over 100 participants



29.02.2024
Exciting Update from GLOW2.0 Project!



26.01.2024
The DARK SKY film event gathered almost forty people at the Cinema Center Tapio...



17.01.2024
Professor of Theoretical Optics Pasi Vahimaa interviewed as part of GLOW2.0 project...



27.10.2023
Regional workshops for upskilling took place recently in Ireland!



19.09.2023
Partner meeting and learning journey in Belmullet, Mayo, Ireland



16.08.2023
Dark Sky Festival Kaavi, Finland



31.05.2023
GLOW2.0 represented at Cross-border Business LAB event in Utsjoki



30.05.2023
GLOW2.0 Finnish partner visited Syrjävaara



15.05.2023
GLOW2.0 partners from Finland participated



12.05.2023
Finnish partner Karelia UAS organised a

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GLOW2.0 Project Outputs & Results: <https://www.interreg-npa.eu/projects/glow20/home/outputs-results/>

GLOW2.0 Dark Sky Thematic Resources:

<https://www.interreg-npa.eu/projects/glow20/home/resources/>

GLOW2.0 Articles and Outputs (LP pages - ENG):

<https://glow.karelia.fi/en/articles-and-outputs/>

GLOW2.0 Articles and Outputs (LP pages - FIN):

<https://glow.karelia.fi/artikkelit/>

2023 – 2024 Blogposts: <https://glow.karelia.fi/blogi/>

2023 – 2024: Promotion of results during discussions with relevant stakeholders (ref: partners reports P2 – P4, under target groups engagements).

SOME and partner websites:

Ireland:

- <https://www.linkedin.com/company/glow2-0/>
- <https://www.facebook.com/profile.php?id=100093501256277>
- <https://www.facebook.com/UdarasnaG/>
- <https://www.facebook.com/www.westbic.ie/>

Finland:

- <https://www.facebook.com/Glow2Suomi/reviews/>
- <https://www.facebook.com/PohjoisLapinSeutukunta>

Norway:

- <https://www.facebook.com/Glow20-Norge-107112689012277>

Iceland:

- <https://www.facebook.com/ssnordurlandvestra/about/>

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II. Communicating results of engagements with SMEs

12.5.2023 – Immersive testing event in Ilomantsi city

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-6/>

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Northern Periphery and Arctic

[Home](#) > [News & Events](#) > [News \(6\)](#)

NEWS

Finnish partner Karelia UAS organised a testing event in Ilomantsi city

The event offered participant enterprises the opportunity to test VR content and reflect about immersive technology possibilities for own businesses, organization, and region.

DATE
12.05.2023



Karelia UAS organised a follow-up event for immersive technology testing to regional tourism enterprises and organisations on 2.5.2023 in Ilomantsi city. This was realized in collaboration with the enterprise STC Tuotanto Oy that offers videography and virtual 360-video solutions. The associated partner FLY-Centre/NKIBR was also participated.

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15.5.2023 - Benchmarking trip in Kainuu

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-5/>

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NEWS

GLOW2.0 partners from Finland participated a benchmarking trip in Kainuu

GLOW2.0 partners from Karelia University of Applied Sciences participated the Kaavi, Juuka and Tuusniemi benchmarking trip in Kainuu region that focused on the Utilization of the dark sky as part of responsible tourism development.

DATE
15.05.2023



GLOW2.0 partners from Karelia University of Applied Sciences participated in Kaavi, Juuka and Tuusniemi benchmarking trip in Kainuu region from 24.-26.4.2023

<https://www.karelia.fi/2023/05/glow2-0-hanke-tutustui-kainuun-matkailuun/>

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GLOW2.0-hanke tutustui Kainuun matkailuun: kärkenä kulttuurin ja luonnon yhdistäminen

Kaavin, Juuan ja Tuusniemen teollisuus Oy:n hanke *Pimeän taivaan hyödyntäminen osana vastuullisen matkailun kehittämistä* toteutti huhtikuun 2023 lopussa Kainuuseen suuntautuneen benchmarking-matkan, jolle Karelian *Green energy technologies for tourism growth* GLOW2.0 -hanke osallistui. Matkan tarkoituksena oli tutustua alueen matkailuun ja erityisesti Wild Taiga -markkinointiverkoston toimintaan Kuhmossa, Suomussalmella ja Hossan kansallispuistossa. Matkalle osallistui matkailuyrittäjiä ja kolmannen sektorin

30.5.2023 – Visit to Syrjävaara Good Night Oy's facility in Kaavi municipality

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-9/>



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Northern Periphery and Arctic

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NEWS

GLOW2.0 Finnish partner visited Syrjävaara Good Night Oy's facility in Kaavi municipality

Olli Reijonen, an entrepreneur familiar with astronomical objects, viewing, and photography, has established a dark sky protection area at his old family farm. Light pollution has no impact on the area so visitors to the site can experience complete darkness, among other, also get acquainted with variations of the astronomical objects including northern lights which you wouldn't imagine exists.

DATE
30.05.2023



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19.9.2023 - Partner meeting and learning journey in Mayo, Ireland

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-7/>

NEWS

Partner meeting and learning journey in Belmullet, Mayo, Ireland

Last week we joined together for the partner meeting and learning journey in Belmullet, Mayo, Ireland. The learning journey seminar offered stakeholders a forum to discuss, learn from one another and network for tourism.

DATE
19.09.2023



Last week we joined together for the partner meeting and learning journey in Belmullet, Mayo, Ireland. The learning journey seminar offered stakeholders a forum to discuss, learn from one another and network for tourism. At the same time, in a parallel session, partners were able to follow on work progress and make plans for next phases of the project. Partners and stakeholders joined up after the networking session, to explore together and learn about the tourism development opportunities and challenges in Mayo region. Stakeholders also got to test the raw

And related article by Lead Partner

<https://www.karelia.fi/2023/11/pimeaa-taivasta-ja-normandian-maihinnousua-glow2-0-irlannissa/>



Pimeää taivasta ja Normandian maihinnousua – Glow2.0 Irlannissa

Se, mitä Pohjoinen periferia tarkoittaa tuli selväksi, kun Glow2.0 (Green energy technologies for tourism growth) -hankkeen karelalaiset ja yrityskumppanit Kaavilta ja Ilomantsista suuntasivat kohti vihreää saarta syyskuun puolivälissä 2023. Hankkeen toinen kasvokkainen projektikokous ja Learning Journey pidettiin Irlannin länsirannikolla Mayo kreivikunnassa, jonne matkustaminen Joensuusta kesti puolltoista vuorokautta. Ensin matka taittui junalla Helsinkiin, josta lennettiin yöpymään Heathrowlle. Seuraavana päivänä lähti vuorokauden ainoa lento Knockiin, josta oli vielä kahden tunnin bussimatka määränpäähämme. Jos me täällä itäisessä Suomessa aika ajoin kipulemme liikenneyhteyksien ja maakuntamme saavutettavuuden suhteen, on tämä tuska jaettu varmasti myös GLOW2.0:n partnerikohteissa, jotka yhtä lailla ovat sijainniltaan etäisiä isompiin asutuskeskuksiin nähden.

Suhteellisen syrjäisyyden ja harvapiirteisen julkisen liikenteen vuoksi Connaughia voikin pitää Irlannin Pohjois-Karjalana, vaikka toki välimatkojen pituudessa oma maakuntamme Irlannin serkkunsa päihittää. Kokouksen kotipesä oli kaunis, vajaan parintuhannen asukkaan Belmulletin (iiriksi Béal an Mhuirthead) kaupunki Irlannin luoteisrannikolla, jonka karu mutta monitahoinen kauneus ihastutti pitkin vierailuamme. Partnerikokousta isännöi toinen Irlannin kumppaneista [Údarás na Gaeltachta](#).



27.10.2023 – Upskilling workshop Ireland

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-4/>

New folder

NEWS

Regional workshops for upskilling took place recently in Ireland!

Georgia MacMillan, Mayo Dark Sky Park Development Officer, and Martina Uí Dholáin from our Glow2.0 team explained the concepts of dark skies tourism and the impact of light pollution on our precious dark sky asset 🌟

DATE
27.10.2023



Regional workshops for upskilling took place recently in Ireland!

The large crowd in attendance gained valuable insights around funding for green investments through Local Enterprise Office Mayo and Sustainable Energy Authority Ireland, Dark Sky tourism opportunities, and the ambitious plans for the Joyce Country and Western Lakes Geopark Project to become the fourth UNESCO Global Geopark in Ireland.

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6.11.2023 - Mapping the Future: Innovative Steps Toward Sustainable Tourism workshop in Mayo Ireland

<https://www.con-telegraph.ie/2023/11/06/innovative-steps-towards-sustainable-tourism-explored-at-mayo-event/>

<https://www.con-telegraph.ie/2023/11/06/innovative-steps-towards-sustainable-tourism-explored-at-mayo-event/>

New folder

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the Connaught
telegraph



Published: Mon 6 Nov 2023, 6:30 AM



Pictured at 'Mapping the Future: Innovative Steps Toward Sustainable Tourism' were Sean Ó Coisdealbha (Údarás na Gaeltachta), Dominic O Morain (Joyce Country & Western Lakes Geopark project), John Magee (LEO Mayo), Olivia Kitterick (SWMDC), Rónán Mac Con Iomaire (Údarás na Gaeltachta), Sue O'Toole (SWMDC), Sabina Trench (SWMDC), Micheál Mac Donnchadha (Údarás na Gaeltachta), Martina Uí Dholáin (Údarás na Gaeltachta), Ultan Ó Fátharta (Údarás na Gaeltachta), Pamela Ní Thaidhg (Údarás na Gaeltachta), Michael Lennon (Westport Woods Hotel) and Michael Hegarty (Joyce Country & Western Lakes Geopark project) Photo: Trish Forde

Innovative steps towards sustainable tourism explored at Mayo event

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26.1.2024 – Dark Sky Film Festival in Joensuu, Finland

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-12/>

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Northern Periphery and Arctic

[Home](#) > [News & Events](#) > [News \(12\)](#)

NEWS

The DARK SKY film event gathered almost forty people at the Cinema Center Tapio Joensuu on Wednesday!

Researcher and entrepreneur Olli Reijonen's speech and three international documentary films shed light on the importance of protecting darkness of nature/ dark skies. Thanks for the cooperation Pohjois-Karjalan elokuvayhdistys - North Karelia Film Association!

DATE
26.01.2024



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29.2.2024 - GLOW2.0 learning journey in Narvik, Norway

NEWS

Exciting Update from GLOW2.0 Project!

We're thrilled to share some highlights from our recent learning journey and consortium meeting held at UiT Campus Narvik! ✨

📅 DATE
29.02.2024



Our event brought together representatives from prestigious organizations such as UiT Arctic University of Norway, Karelia UAS, WESTBIC, Udaras na Gaeltachta, SSNV, Nordnorsk Vitensenter, Vitensenter Nordland, Narvik Kommune, Visit Narvik, and SALT, making it a dynamic platform for collaboration and knowledge exchange.

Highlights of the event included:

🗣️ **Consortium Meeting:** Productive discussions on project progression, work package presentations, and activity planning.

Spring 2024 – Dark Sky Ireland Newsletter

https://mailchi.mp/9a017d3ad47b/welcome-to-our-spring-2024-newsletter

https://mailchi.mp/9a017d3ad47b/welcome-to-our-spring-2024-newsletter

New folder

st Issues

Partner Events



[Leave No Trace Ireland](#) will hold its AGM on Friday, 24th May 2024 at Airfield Estate, Dublin. Read about this and many more events taking place around the country with Leave No Trace Ireland on the link below.



[Mayo Dark Sky Festival](#) will take place this year from November 1st-3rd 2024. Early bird tickets are available now (these are special price tickets, issued BEFORE the full festival programme is published)



Explore lunar seas and learn how to navigate the stars with the team at [MTU Blackrock Castle Observatory](#). These shows are included as part of admission! Entry is free, but booking is essential.



[Glow2.0 Ireland](#) facilitated an exciting talk at their recent event on Embracing Dark Sky Tourism in the [Interreg Northern Periphery and Arctic Programme](#). Read about the **GLOW2.0** project below.

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13.5.2024 – NPA GLOW2.0 international webinar

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-14/>

The screenshot shows a news article on the Interreg website. At the top, there is the Interreg logo and the text 'Co-funded by the European Union'. Below this, the navigation menu includes 'Home', 'About the project', 'News & Events', 'Resources', and 'Outputs & Results'. The main heading of the article is 'NPA GLOW2.0 international webinar attracts over 100 participants'. Below the heading, a short paragraph states: 'NPA GLOW2.0 international webinar "Embracing Dark Skies in Northern Periphery and Arctic Region" took place on 30.4.2024. The webinar attracted over 100 participants with registrations from six out of seven member states of the NPA area'. A date box indicates 'DATE 13.05.2024'. Below the text, there are four thumbnail images from the webinar: 1. A slide titled 'Seeing the light' with a silhouette of a tree against a dark sky. 2. A slide titled 'Dark Sky Ecotourism' with a person using a telescope and the text 'An Erasmus + Key Action 2 funded project'. 3. A slide titled 'WESTER ROSS Dark Sky Festival' with a mountain range and the text 'Significance of Tourism Networking & Collaboration in Regions'. 4. A slide with a city skyline and the text 'light from leaking in or out. We can all work together in reducing light pollution.'

Partners, in collaboration, successfully implemented a joint webinar (30.4.2024). The event aimed at communicating project themes, their importance, and showcasing examples of green business models in tourism using Darkness as added value, including immersive technologies potential. It attracted 147 registrations and 106 connections during webinar (ref: GLOW P3 Joint Report: Joint webinar P3 participants 30.4.2024).

26.9.2024 – Presentation at Norway seminar event by Udaras and Karelia UAS

The value of Darkness – Perspectives and Case studies

Daisy Silvennoinen, Martina Ui Dholain



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GLOW2.0. Green Energy Technologies
for Tourism Growth

26.9.2024

Dark Sky Tourism Workshop Narvik

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28.10.2024 - GLOW2.0 learning journey in Reykjavík and Blönduós Iceland

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-16/>

NEWS

From Reykjavík to Blönduós via Sauðárkrúkur – Highlights of GLOW2.0 learning journey in Iceland

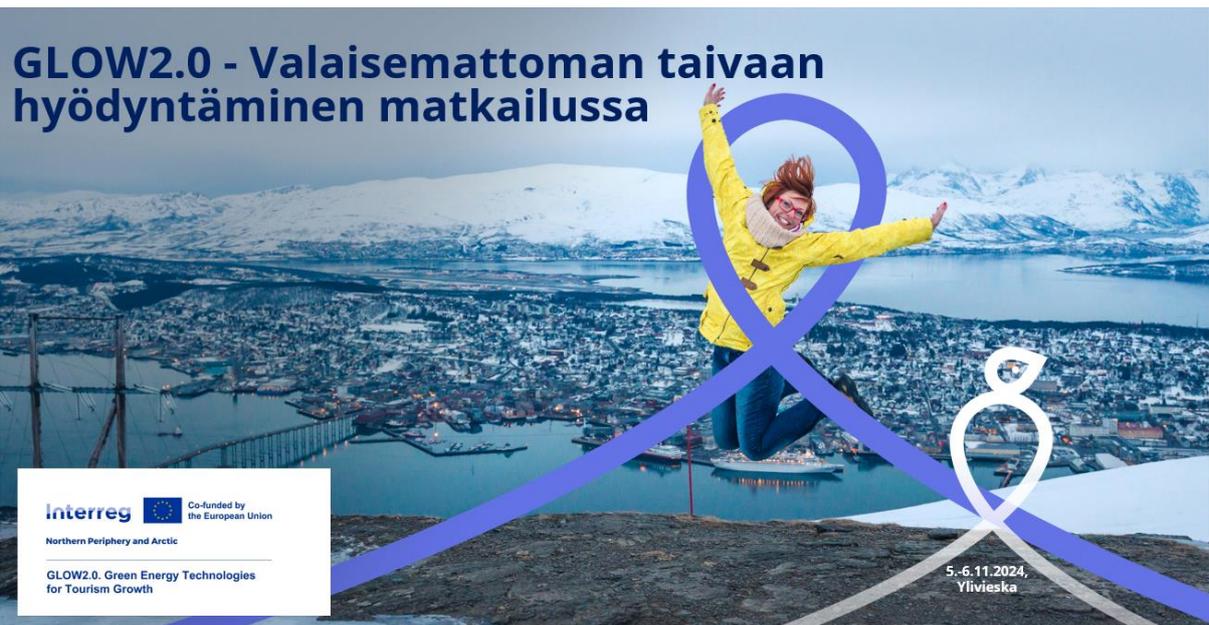
GLOW2.0 project partner Samtök sveitarfélaga á Norðurlandi vestra (SSNV) hosted the project's third learning journey which took place during 8.-9.10.2024 in Iceland. The learning journey kick-started with a bus drive from Reykjavík to the charming town of Blönduós where we were warmly welcomed by northern lights upon arrival. We spent the first two nights in Blönduós before our return to Reykjavík via Sauðárkrúkur town. The weather favored us during the whole learning journey, offering the best views and experiences of Icelandic nature and dark skies related experiences.

📅 DATE
28.10.2024



5.- 6.11.2024 – GLOW presented at NPA national event in Ylivieska

GLOW2.0 - Valaisemattoman taivaan hyödyntäminen matkailussa



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GLOW2.0. Green Energy Technologies
for Tourism Growth

5.-6.11.2024,
Ylivieska

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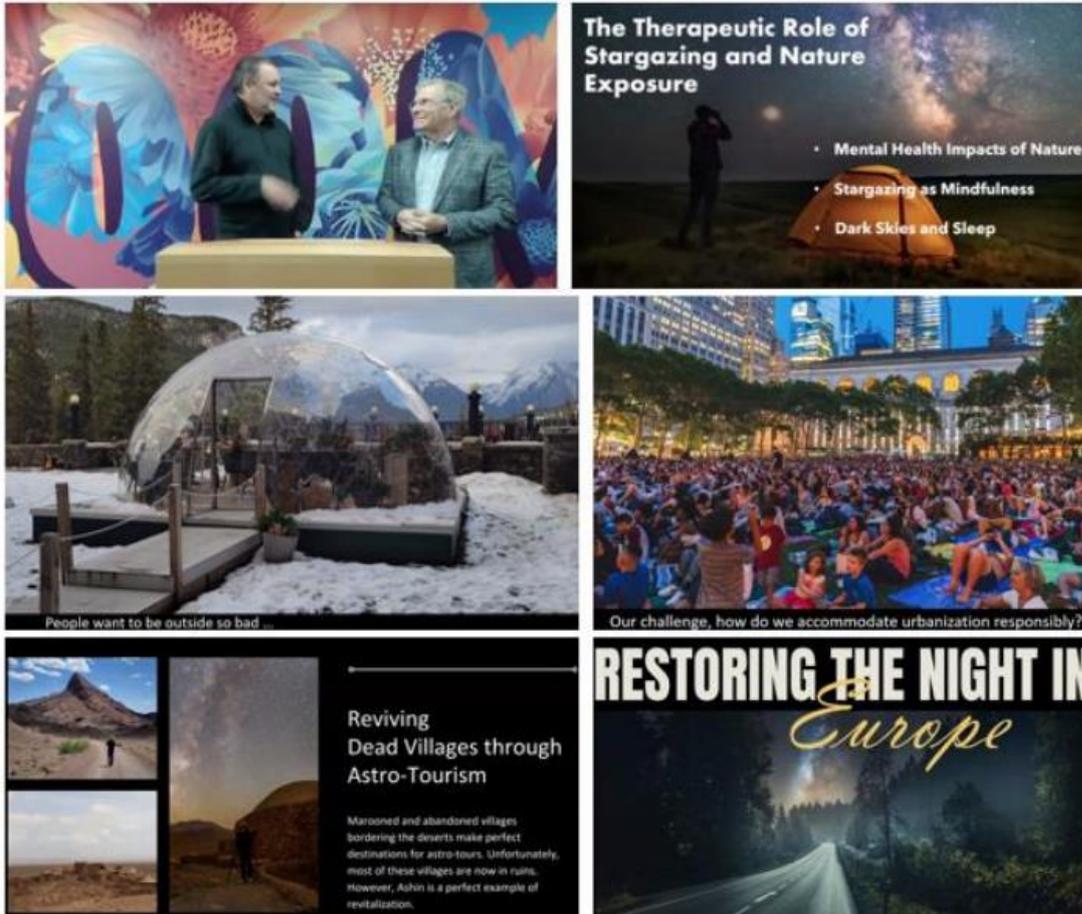
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8.-9.11.2024 – GLOW outputs and results shared to DSI and during Dark Sky “Under One Sky 2024” conference

<https://www.interreg-npa.eu/projects/glow20/home/news-events/news-18/>

GLOW2.0 JOINED “UNDER ONE SKY CONFERENCE 2024” BY DARK SKY ASSOCIATION 8.-9.11.2024

GLOW2.0 project’s Lead Partner, Karelia University of Applied Sciences participated “Under One Sky” conference event by Dark Sky International. The conference gathered over 1,000 individuals from 53 countries across the globe.



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2024 – GLOW2.0 LinkedIn pages

<https://www.linkedin.com/company/glow2-0/>



Glow2.0 Ireland
124 followers
1mo · Edited

Well done to [#TidyTowns](#) Ireland for their incredible efforts in tackling the growing issue of light pollution across Ireland! 🌟

🔗 For more information on this and the fantastic work carried out by Tidy Towns groups across Ireland, follow the link:
<https://lnkd.in/e9Vyupc>

[#DarkSkies](#) [#EndLightPollution](#) [#TidyTowns](#)



Dark Sky Ireland
1,134 followers
1mo

🌟 2025 has only just begun but due to wonderful new partnerships with organisations across the country who are dedicated to helping us in our mission to tackle the growing issue of Light Pollution in Ireland, we are hitting the ground running!

🏡 The amazing [TidyTowns Facility Management](#) Ireland have put out a call to action to their dedicated network of volunteers nationally and we were delighted to collaborate and create the easy-to-follow infographic below to assist each tidy towns group in the country to reduce the effects of light pollution in their respective towns and villages.

🔗 If you would like more information on this and all the fantastic work carried out by the amazing Tidy Towns groups across Ireland, follow the link:
<https://lnkd.in/e9Vyupc>

[#darkskies](#) [#endlightpollution](#) [#tidytowns](#)



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#darksbies #endlightpollution #tidytowns

DARK SKY IRELAND

Reducing Light Pollution In Your Community

What is Light Pollution?
Light pollution refers to the excessive or misdirected artificial light that brightens the sky at night. This wastes energy, disrupts ecosystems, impacts human health and obscures our view of the stars. Fortunately, it is one of the easiest environmental pollutants to solve.

Why should we reduce it?
There are many compelling reasons to reduce light pollution. Protecting and restoring our nightscape aligns with several of The UN's Sustainable Development Goals, reflecting benefits to the natural world, whilst helping communities become more sustainable.

Types of Light Pollution:

- GLARE
- SKY GLOW
- OBTRUSIVE LIGHT
- CLUTTER

By taking a Less is More approach to lighting, community groups can take significant strides towards protecting Ireland's night sky heritage, providing a healthier environment for all.

Easy actions you can take:

- 1 BE PURPOSEFUL - LIGHT ONLY WHERE IT IS NEEDED**
- 2 TIMING - USE LIGHT ONLY WHEN IT IS NEEDED** (20 min)
- 3 COLOUR - CHOOSE WARM TONED LED (2700 KELVIN OR LESS)**
- 4 SHIELD BULBS - & ANGLE LIGHT DOWNWARDS ONLY**

MORE RESOURCES : WWW.DARKSKY.IE | WWW.MAYODARKSKYPARK.IE | WWW.DARKSKY.ORG

DARK SKY IRELAND | Mayo Dark Sky Park | Taighde Éireann Research Ireland | **DarkSky INTERNATIONAL**

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🌟 🇮🇪 Looking Back at 2024: Our Dark Sky Journey 🇮🇪 🌟

As the year comes to a close, we're reflecting on the valuable tips and lessons we've learned to protect and enjoy our beautiful Dark Skies. 🌟

Here are some key takeaways from 2024:

- 🌟 1. Use Warm Lighting: Switch to low-intensity, warm-colored lights to reduce light pollution and protect nocturnal wildlife.
- 🌟 2. Shield Outdoor Lights: Use fully shielded fixtures to direct light downward where it's needed, not into the sky.
- 🌟 3. Embrace Darkness: Turning off unnecessary outdoor lights helps preserve energy and reveals the breathtaking beauty of the stars.
- 🌟 4. Connect with Nature: Stargazing and night walks remind us of the importance of protecting natural nightscapes for future generations.
- 🌟 5. Spread the Word: Sharing Dark Sky tips within your community raises awareness about the importance of light pollution prevention.

Thank you to everyone who joined us in our journey this year to protect our Dark Skies. Together, we are lighting the way toward a darker, clearer sky for all! 🌍 🗨️

What's your favourite Dark Sky tip? Let us know below! 🗨️

[#DarkSkies](#) [#LightPollution](#) [#Stargazing](#) [#Sustainability](#) [#2024Reflections](#)
[#PreserveTheNight](#)



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importance of protecting natural nightscapes for future generations.

🌟 5. Spread the Word: Sharing Dark Sky tips within your community raises awareness about the importance of light pollution prevention.

Thank you to everyone who joined us in our journey this year to protect our Dark Skies. Together, we are lighting the way toward a darker, clearer sky for all! 🌍👉

What's your favourite Dark Sky tip? Let us know below! 📌

[#DarkSkies](#) [#LightPollution](#) [#Stargazing](#) [#Sustainability](#) [#2024Reflections](#)
[#PreserveTheNight](#)

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REFLECTING ON 2024: OUR TOP DARK SKY TIPS

- Switch to Warm, Low-Intensity Lighting, Protect wildlife and reduce light pollution with softer, warmer lights.
- Shield Outdoor Lights – Direct light downward to keep our skies dark and stars bright.
- Enjoy the Night! – Take time to stargaze, connect with nature, and share the beauty of the dark skies with others.
- Raise Awareness – Every conversation counts when protecting our night skies.

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#DarkSkyPreservation #StarryNights

Údarás na Gaeltachta WestBIC Dark Sky Ireland Karelia University of Applied Sciences Interreg Northern Periphery and Arctic



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PRACTICAL DARK SKY TIPS

- Switch to warm, dim lights for outdoor areas to reduce light pollution and protect the night sky.
- Be mindful of unnecessary lights; turning them off helps preserve the natural darkness and benefits wildlife.
- Install shielded or downward-facing lights to minimize light spill and focus light where it's needed.
- For the best view of stars and celestial events, visit dark sky areas during a new moon for optimal visibility.

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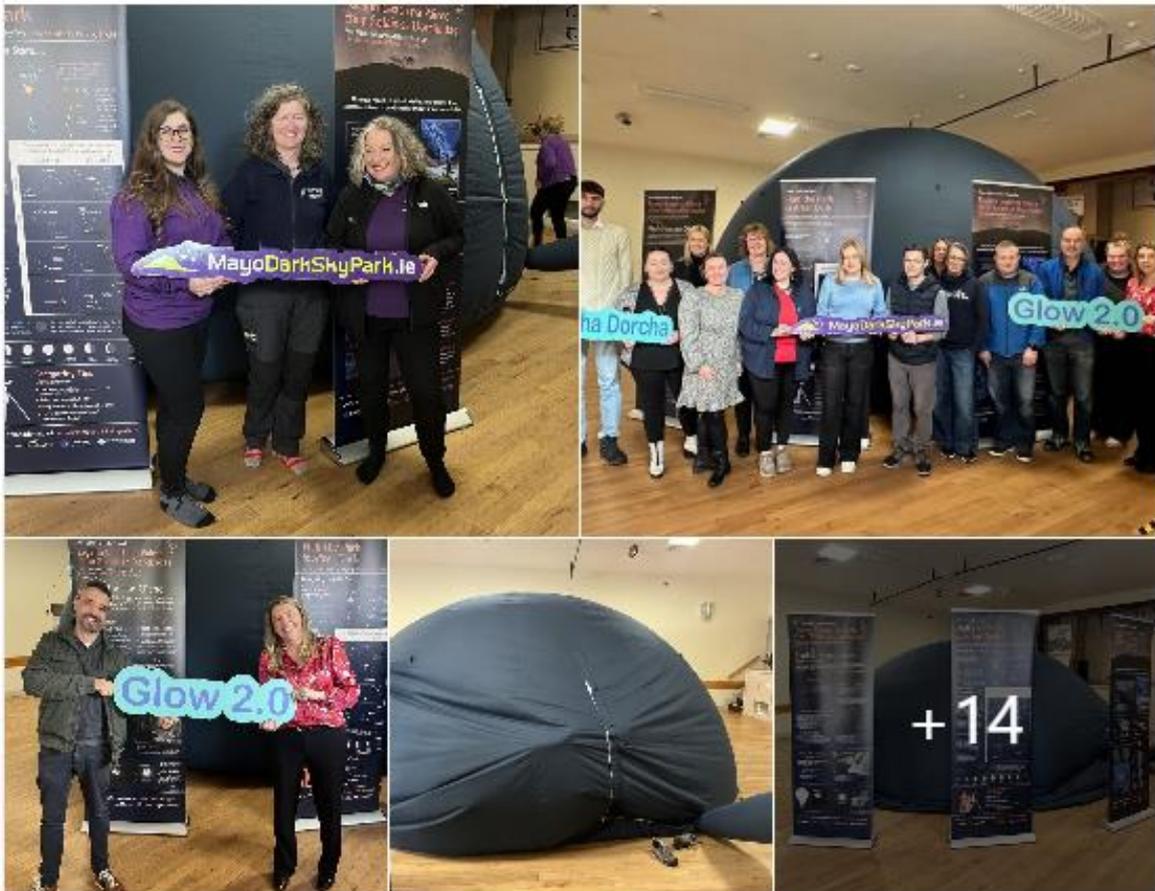
GLOW2.0

Looking back on an incredible planetarium experience at Ionad Pobail Thuar Mhic Éadaigh, brought to life by the amazing team from [Mayo Dark Sky Park](#). Their portable planetarium setup transported us to the cosmos, creating a unique and immersive way to explore the stars.

This inspiring experience was more than just stunning visuals—it opened the door to meaningful conversations about empathy and connection, all under the magic of the night sky.

Údarás na Gaeltachta WestBIC Georgia MacMillan Interreg Northern Periphery and Arctic Glow2.0 Ireland Karelia University of Applied Sciences

#MayoDarkSkyPark #PlanetariumExperience #UnderTheStars
#CreativityAndConnection #Empathy #Inspiration #StarGazing #DarkSkies
#InnovativeLearning #CosmicReflections



🌐 19 · 1 Comment

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🔗 If you would like to read more about all of the 2024 inspiring award recipients and their impactful work around the globe check out the blog post from **DarkSky International** <https://bit.ly/3O44Hrb> and let's continue working together to preserve the beauty of natural darkness!

#UniteForTheNight #underonesky2024 #UnderOneSky #darksky
#ProtectTheNight #DiscovertheNight #savethenight #nightmatters
#lightpollution #DarkSkyAdvocate #alan2025 #halftheparkisafterdark



Under One Sky

Announcing the 2024 DarkSky award winners

Night Owls

Rising Star Award

The Night Owls are awarded the Rising Star Award for their remarkable enthusiasm and commitment to dark sky conservation through their innovative education program, "Embracing the Dark." This initiative, created by six young individuals, highlights key themes such as the role of fire, stargazing, wildlife at night, and the impacts of light pollution, demonstrating their passion for preserving natural darkness.



Mayo Dark Sky Park, Ireland

Dark Sky Place of the Year

Mayo Dark Sky Park at Wild Nephin National Park receives the Dark Sky Place of the Year Award for its outstanding dedication to dark-sky conservation and education, engaging nearly 30,000 visitors annually while collaborating with local communities to reduce light pollution. Its innovative outreach efforts, including the Mayo Dark Sky Festival and plans for the 2025 festival, demonstrate its commitment to preserving natural darkness.

👍👎👉 24 · 1 Comment

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Looking forward to the Dark Sky Tourism Design Thinking Workshop - Ceardlann Smaointeoireachta Dearaidh 🇮🇪 ✨

📍 Location / Suíomh: Ionad Pobail Thuar Mhic Éadaigh, F12 C6F2

📅 Date / Dáta: 13/11/2024

Excited to connect with everyone interested in developing sustainable tourism under our beautiful dark skies! #DarkSkyTourism #DesignThinking #Ireland

Údarás na Gaeltachta WestBIC Karelia University of Applied Sciences Interreg Northern Periphery and Arctic



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Glow2.0 Ireland

124 followers

1y



Pictured are project partners from Ireland, Norway, Finland and Iceland in Wild Nephin National Park - Páirc Náisiúnta Néifinne Fiáine last week.

We want to thank the Irish partners in [Údarás na Gaeltachta](#) for organising such a fruitful and valuable learning journey for the partners in Belmullet, Mayo.

From partner meetings, team discussions to visiting the Blacksod Lighthouse and Solas on the first day to listening to keynote speakers [Georgia MacMillan](#) and [Kerem Ali Asfuroglu](#) on the second day, partners left with increased knowledge and practical insights on the difference they can make regarding light pollution, extending the dark sky tourism season and of course - an extended network!

A special thanks to VRChillZone for the lend of their hardware! 🤖



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SOME – Facebook, partner webpages examples

Finland partners share Associated partner in national news YLE

<https://www.facebook.com/Glow2Suomi/posts/itsenäisyyspäivänä-saatiin-kuulla-ylellä-myös-pimeän-taivaan-asiaa-li>

New folder

GLOW 2.0's Post

GLOW 2.0
December 9, 2024 · 🌐

Itsenäisyyspäivänä saatiin kuulla Ylellä myös pimeän taivaan asiaa! Liitännäispartnerimme [Sodankylä Geophysical Observatoryn](#) Emma Bruus ja valokuvaaja Niko Laurila kertoivat Linnan juhlien etkoilla muun muassa revontulibongauksesta ja taivaan ilmiöiden valokuvaamisesta. Katso klippi areenasta, alkaen kohdasta 1:21:30!
<https://areena.yle.fi/1-70250468>
[#npainterreg](#) [#EUinmyRegion](#) [#DarkSkyTourism](#) [#kareliauas](#)



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GLOW2.0

Northern Periphery and Arctic

Ireland partners share about the learning journey Iceland

https://www.facebook.com/permalink.php/?story_fbid=436780402781998&id=100093501256277

New folder

Glow2.0 Ireland's Post

Glow2.0 Ireland
October 9, 2024 · 🌐

🌍 Day 2 of the **GLOW 2.0** Project Learning Journey in Iceland! 🇮🇸

One of the most important things we do is preserve history and pass it on so future generations can enjoy and learn from it. That's exactly what the 1238 - The Battle of Iceland Virtual and Augmented Reality Museum in the small town of Sauðárkrökur is all about. Opened in 2019, the museum has already become a magnet for tourists, with over 15,000 visitors annually, offering immersive experiences, day tours, and even a restaurant on-site.

But this is more than just storytelling—it's about VR technology bridging the gap between entertainment and education, truthfulness and immersion. It makes history come alive, allowing visitors to feel the epic battles of Iceland in a way traditional exhibits can't.

Today, we're testing GLOW2.0's Virtual Planetarium, pushing the limits of how VR can enhance learning, social inclusion, and community building. The blend of gaming and storytelling here at 1238 challenges us to think about the do's and don'ts of VR: how can we be authentic and accessible while keeping it entertaining?

A huge thank you to Freyja Rut Emilsdóttir for her guidance and support in making this experience even more impactful! 🙌

[#VirtualReality](#) [#Tourism](#) [#1238BattleOfIceland](#) [#GLOW2_0](#) [#LearningJourney](#) [#PreservingHistory](#) [#CommunityBuilding](#)

[Údarás na Gaeltachta Karelia UAS Samtök sveitarfélaga á Norðurlandi vestra - SSVN WestBIC Interreg Northern Periphery and Arctic Programme Glow2.0 Norge](#)



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Norway partner share about GLOW animation

<https://www.facebook.com/people/Glow20-Norge/100091376482565/#>

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Email or phone

Posts About Photos Videos

Intro

Northern Periphery and Arctic (NPA)-prosjektet "GLOW2.0 - Green Energy Technologies for Tourism Growth" kartlegger reiselivsprodukter og tjenesteleverandører og reiselivsorganisasjoner om mulighetene for å utnytte vinterlys og natur

Page · College & university

glow.karelia.fi/en

Not yet rated (0 Reviews)

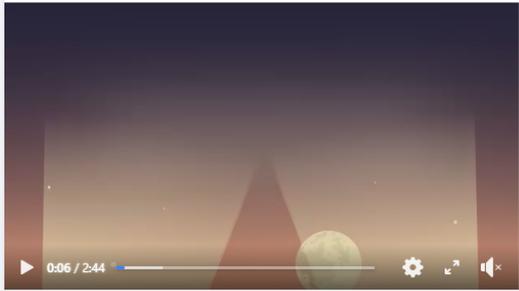
Photos

See all photos



Glow2.0 Norge
June 21, 2024 · 🌐

Along with the undeniable benefits of artificial light, light pollution has become one of the most common and fastest growing forms of environmental impacts. Light pollution is poorly directed or excessive artificial light at night (ALAN) that disturbs and impacts people, animals and plants. This light pollution animation explores the causes of light pollution, its effects and ways to reduce it. The animation was produced by third-year media students of Karelia University of ... [See more](#)



0:06 / 2:44

Like Comment

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Northern Periphery and Arctic

Iceland partner share about Seminar and learning journey Iceland event

<https://www.facebook.com/photo.php?fbid=1036768881809915&set=pb.100064304395125.-2207520000&type=3>

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Northern Periphery and Arctic

GLOW2.0

Iceland partner share about Narvik events in Norway

https://www.ssnv.is/is/moya/news/glow-20-verkefnafundur-i-narvik

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UM SSNV

NÝSKÖPUN OG ATVINNUÞRÓUN

UPPBYGGINGARSJÓÐUR

SÓKNARÁÆTLUN

ÚTIBÚID

INVEST

SSNV / FRÉTTIR / GLOW 2.0 VERKEFNAFUNDUR Í NARVIK

GLOW 2.0 verkefnafundur í Narvik

15.02.2024

SSNV tekur þátt alþjóðlegu samstarfsverkefninu GLOW 2.0. Á verkefnistímanum er leitast við að byggja upp tæknilega og viðskiptalega þekkingu hjá ferðaþjónustufyrirtækjum til að nýta sér hugmyndir tengdar myrkrinu og sk. myrkgæðum.

Þetta eru t.d. :

- Ferðamennska tengd norðurljósum og stjörnuskoðun
- Vetraraþþreyningu sem tengist myrkri
- Þekking á ljósmengun og leiðir til að vernda umhverfið fyrir of mikilli lýsingu

Verkefnið er fjármagnað að hluta til af Norðurslóðaáætlun, en það er atvinnu- og byggðaðþróunarsjóður sem er ætlað að stuðla að samstarfsverkefnum, sem miða að því að finna lausnir á sameiginlegum viðfangsefnum samstarfslandanna. NPA svæðið samanstendur af norðurhéraðum Noregs, Svíþjóðar, Finnlands, Írlands, Færeyjum, Grænlandi og Íslandi.



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Davíð Jóhannsson og Sveinbjörg Rut Pétursdóttir, frá SSNV, sóttu verkefnafund í Narvik dagana 6. – 7. Febrúar. Fyrri dagurinn nýttist í yfirferð á stöðu verkþátta og undirbúningur fyrir komandi vinnustofur tengdar verkefninu. Seinni daginn fengu þátttakendur áhugaverðar kynningar á sveitarfélaginu Narvik, ferðaþjónustu í Norður Noregi, Norðurljósa stjórnveru. liósmenqun. áhrif af sýndarveruleika og upplifun af stjórnuverum, fvsileikakönnun á

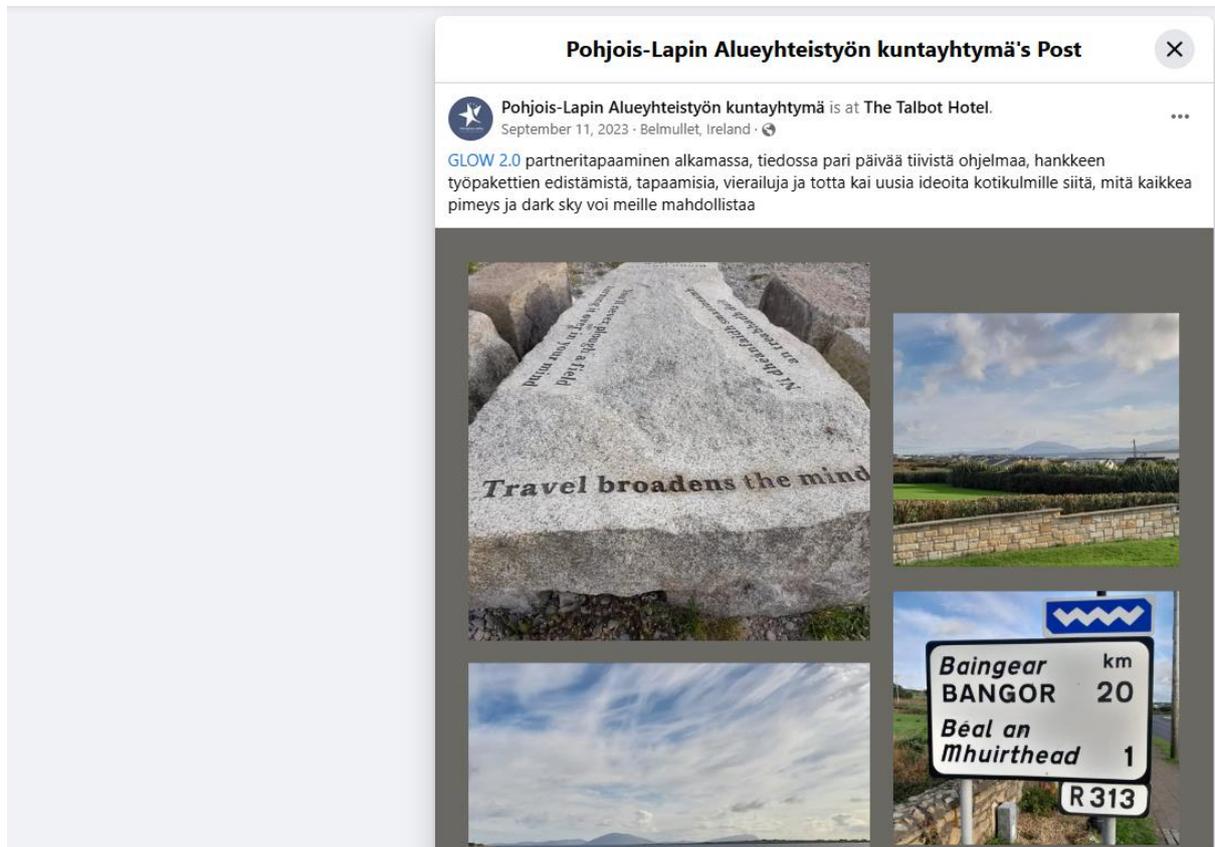
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Northern Periphery and Arctic

GLOW2.0

Lapland partner share about Ireland learning journey

<https://www.facebook.com/PohjoisLapinSeutukunta/posts/glow-20-partneritapaaminen-alkamassa-tiedossa-pari-pai>

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Northern Periphery and Arctic

Lead partner Karelia share about launched NPA GLOW project website with materials

<https://www.facebook.com/Glow2Suomi/posts/oletko-jo-tutustunut-glow20-hankkeen-uusiin-kansainvälisiin-verkko>

New folder

Et

GLOW 2.0's Post

GLOW 2.0
June 12, 2024 · 🌐

Oletko jo tutustunut GLOW2.0 -hankkeen uusiin kansainvälisiin verkkosivuihin? Alueellista viestintää jatkamme edelleen myös suomenkielisellä verkkosivullamme glow.karelia.fi. Uusilta sivuilta löydät ajankohtaista tietoa hankkeen toiminnasta kaikissa neljässä toteuttajamaassa.

<https://www.interreg-npa.eu/projects/glow20/home/>

#DarkSkyTourism #EUinmyRegion #kareliauas #interregnpa



INTERREG-NPA.EU
Embracing Dark Sky Tourism in Northern Periphery and Arctic Regions
GLOW2.0 - Supporting Tourism Businesses and Organisations of the NPA

👍 6 1 share

👍 Like 💬 Comment ➦ Share

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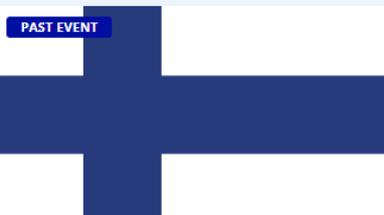
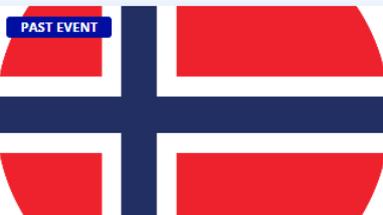
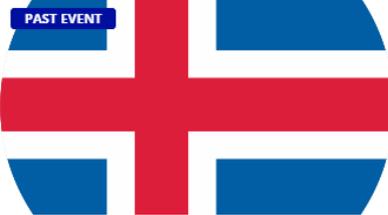
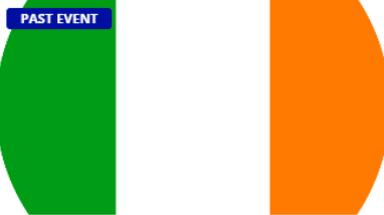


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Other Activities to promote or engage other target groups

 <p>PAST EVENT</p> <p>HYBRID (ONLINE LINK PROVIDED UPON REGISTRATION)</p>	 <p>PAST EVENT</p> <p>POLARIA-SALI, SODANKYLÄN GEOFYSIKAN OBSERVATORIO (TÄHTELÄNTIE 62) JA VERKOSSA</p>	 <p>PAST EVENT</p> <p>KOLI FREETIME, KOPRAVAARANTIE 27, 83950 AHMOVAARA</p>
<p>08.10.2024</p> <p>Challenges and Opportunities for Responsible and Regenerative Tourism in...</p>	<p>27.09.2024</p> <p>Katse taivaalle! – työpaja Sodankylän Tähtelässä 27.9. klo 14-18</p>	<p>27.08.2024</p> <p>Matkailuyrittäjien sparrauspäivä Kolilla ti 27.8.2024</p>
 <p>PAST EVENT</p> <p>JOENSUU</p>	 <p>PAST EVENT</p> <p>ONLINE VIA TEAMS (REGISTRATION REQUIRED)</p>	 <p>PAST EVENT</p> <p>JOENSUU</p>
<p>16.05.2024</p> <p>Näin hyödynnät pimeyttä matkailupalveluissasi</p>	<p>30.04.2024</p> <p>International Webinar - Embracing Dark Sky Tourism in Northern Periphery and Arctic...</p>	<p>04.04.2024</p> <p>Näin hyödynnät pimeyttä matkailupalveluissasi</p>
 <p>PAST EVENT</p> <p>LEENANE COMMUNITY HALL (EIRCODE : H91 X2P7)</p>	 <p>PAST EVENT</p> <p>JOENSUU</p>	 <p>PAST EVENT</p> <p>UIT CAMPUS NARVIK, LODVE LANGES GATE 2</p>
<p>15.03.2024</p> <p>Informative event on the opportunities offered by our dark skies for sustainable...</p>	<p>16.02.2024</p> <p>Näin hyödynnät pimeyttä matkailupalveluissasi</p>	<p>07.02.2024</p> <p>Embracing Dark Sky Tourism in Northern Periphery and Arctic Region</p>
 <p>PAST EVENT</p> <p>BJARMANES CULTURE CENTER, SKAGASTRÖND</p>	 <p>PAST EVENT</p> <p>TME COMMUNITY CENTRE</p>	
<p>25.01.2024</p> <p>Let's first talk about darkness!</p>	<p>20.10.2023</p> <p>Building a Sustainable Tourism Business</p>	

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Period 1 – period 4: Meetings and events with regional stakeholders in own regions, webinars, conferences, etc (ref: partners reports, project reports)

GLOW2.0 Facebook: <https://www.facebook.com/Glow2Suomi/> ., NPA miniwebsite: <https://www.interreg-npa.eu/projects/glow20/home/resources/> ., Karelia UAS website (<https://glow.karelia.fi/>) and Youtube (https://www.youtube.com/watch?v=b8HbeZQx-_Y:).

2023 – 2024: Promotion of results during discussions with relevant stakeholders (ref: partners reports P2 – P4, under target groups engagements).

SOME and partner websites:

Ireland:

- <https://www.linkedin.com/company/glow2-0/>
- <https://www.facebook.com/profile.php?id=100093501256277>
- <https://www.facebook.com/UdarasnaG/>
- <https://www.facebook.com/www.westbic.ie/>

Finland:

- <https://www.facebook.com/Glow2Suomi/reviews/>
- <https://www.facebook.com/PohjoisLapinSeutukunta>

Norway:

- <https://www.facebook.com/Glow20-Norge-107112689012277>

Iceland:

- <https://www.facebook.com/ssnordurlandvestra/about/>

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FURTHER INFORMATION

GLOW2.0 - Green Energy Technologies for Tourism Project has been funded by Interreg Northern Periphery and Arctic Programme.

Link to project website: [NPA GLOW](#)

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