

ELMA NEWSLETTER
04/2011

January has been ELMA's biggest month yet. Thanks to the efforts of the ELMA team here in Vuokatti, much has been accomplished. This month has seen the First steps into the future Ridderrennet International circuit, Research cooperation between the Snowpolis research units and Paralympic sport, and more importantly the future of Sport and leisure for the disabled to be cradled here in Vuokatti. IT is thanks to all for their commitment and motivation to see the ELMA project grow. It has so far been an inspirational task and leading the ELMA project has been worth every moment.

With this first ELMA year soon drawing to a close, we remain steadfast in our objectives to make this wonderful region of Kainuu a great destination for ALL to enjoy as well as a major center for those individuals who wish to accomplish their hopes and dreams in Paralympic sport and well-being. The previous ELMA events promised to bring more visibility and added value to the region. Today, this is clearly the case as 2012 already promises more action and dedication to development. Our successes are a victory for all of Sotkamo and the Kainuu region.

The Snowpolis, ELMA Project is committed to serving the region and all those who select Vuokatti and Kainuu as their destination of choice whether it be for holiday, business or any other reason and being accessible is not just about ramps and elevators but also about hospitality, friendliness, security, support and lots of fun. With this in mind we will remain fully committed.

Thank you to those of you who make all that possible in our region.

Happy Reading "for all"



Danny Silva
ELMA Project Manager

--ELMA NEWS--

1. IPC Vuokatti World Cup 2011 Season Opener

From 15-23.01 Vuokatti was excited by great competitions in Biathlon and Cross-Country Skiing. Vuokatti was host to Japan, USA, Canada, Norway, Germany, Russia, Sweden, Italy, Belorussia and of course the host nation FINLAND. A total number of 100 athletes offered a very competitive and spectacular 6 events; 3 in cross-country skiing and another 3 in Biathlon. Vuokatti Sport Institute and ELMA offered a diversity of courses which the athlete and IPC officials were very satisfied with. Due to the weather even the Ski tunnel became a race venue.

Competition was fierce and in many cases it was only seconds that separated the winner from 2nd and 3rd place. As an added bonus, our beloved Ilkka Tuomisto and Maija Löytynoja pleased the home fans with their podiums. Maija Löytynoja crowned herself the Biathlon queen as she won all 3 biathlons here at home.

For more information and results visit www.ipcvuokatti2009.net

2. The Snowpolis / ELMA Project International Paralympic Sport Development Seminar 17.01.2011

The 17.01.2011 was marked by a successful seminar which once again proved that Vuokatti is and could be a great potential in respect to Accessibility, sport and leisure for the disabled, and Paralympic development. The Snowpolis conference hall received a total of 60 guests, 9 speakers, 3 exhibitions from sports and leisure companies for the disabled and 1 poster presentation by CWC unit of Oulu University based here in Vuokatti. This 1 day event proved to many that There is a growing need and interest in developing regions that are accessible and can offer new opportunities and developments in the area of disabled sport and leisure as well as research in the field. The seminar offered the opportunity to test new innovative sport and leisure equipment for the individual with disabilities or limited mobility, showed to the world the capabilities we have here in Vuokatti and open the doors to new cooperation and development.

The Speakers:

Danny Silva, ELMA project Manager

Kaspar Wirz, International Paralympic Committee / Canada Paralympic Team

Dr. Sabine Radtke – Free University of Berlin

Leena Rusanen, MSc., Vuokatin Urheiluakatemia

Mats Manderbacka/ Jussi Jaakkola HUR FITNESS

Prof. Vesa Linnamo, Unit of Sport Technology, Jyväskylä University

Jonas Danvind, Mid-Sweden University

Riikka Juntunen, VAU Ry.

Paul Speight, Spokes-n-Motion, USA

Katariina Lappalainen, Aidway Ltd.

Equipment demos Aidway / Spokes-n-Motion

16.00 Conclusions / Closing of Seminar

Visit www.vuokatti4all.org for downloadable material.

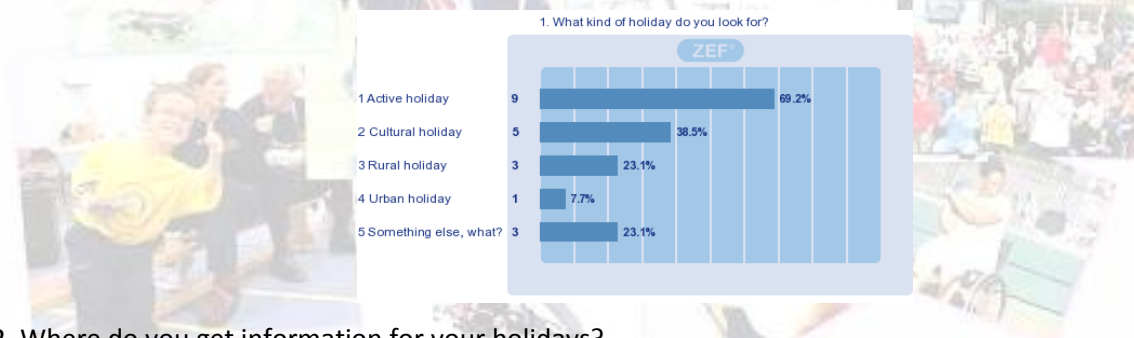
3. Preliminary results from Sport and leisure Accessible Tourism Survey

In the Last months a simple end user survey has been conducted via the internet and with guests in Vuokatti to find out what their needs and interests are in relation to a Sport and Leisure destination such as Vuokatti. The preliminary results show some interesting data in regards to what visitors would like to do in the beautiful wintery part of the world. Here are some of the Findings:

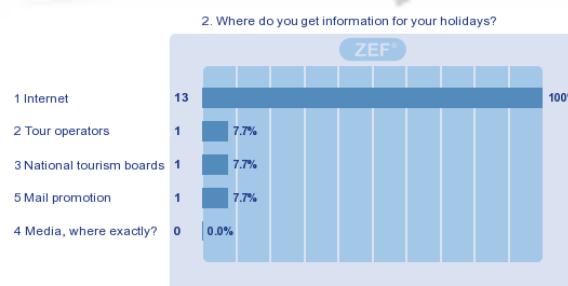
Total surveyed 24.01.2011: **125**

Questions/Answers:

1. What kind of holiday do you look for?



2. Where do you get information for your holidays?



3. What kind of services do you look for on a holiday?

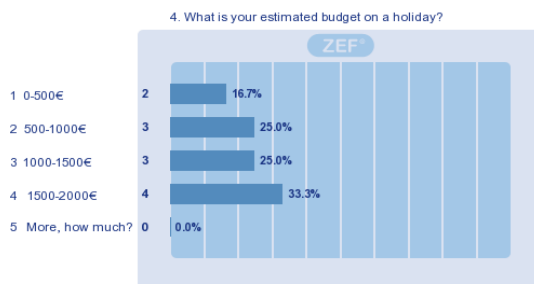
70% answered: Kind Hospitality and acceptance as a disabled guest, assistance with baggage

40% responded accessible leisure and sports facilities and equipment rental.

40% also responded guides and instructors for disabled sport and leisure

20% responded babysitting family assistance

4. What is your estimated budget on a holiday?



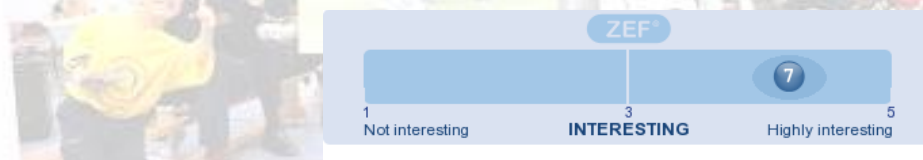
5. What kind of volunteer support would you require on a holiday?

All answers related to the following point: Local guides, family support, connection with local culture and people.

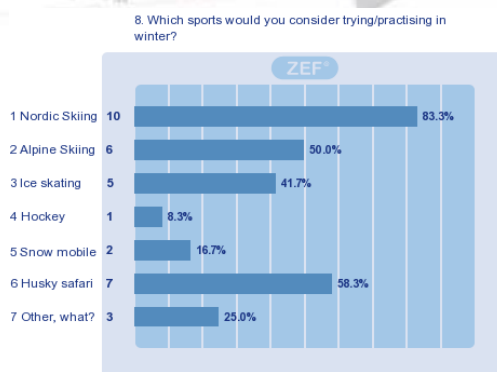
6. Would you consider going on an organized sport/leisure camp holiday?



7. How would you rank a sport leisure holiday?

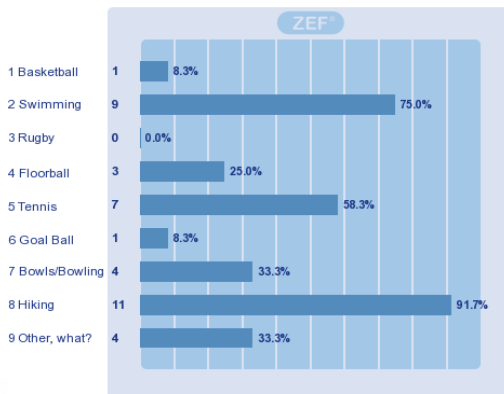


8. Which sports would you consider trying/practising in winter?



9. Which sports would you consider trying/practising in summer?

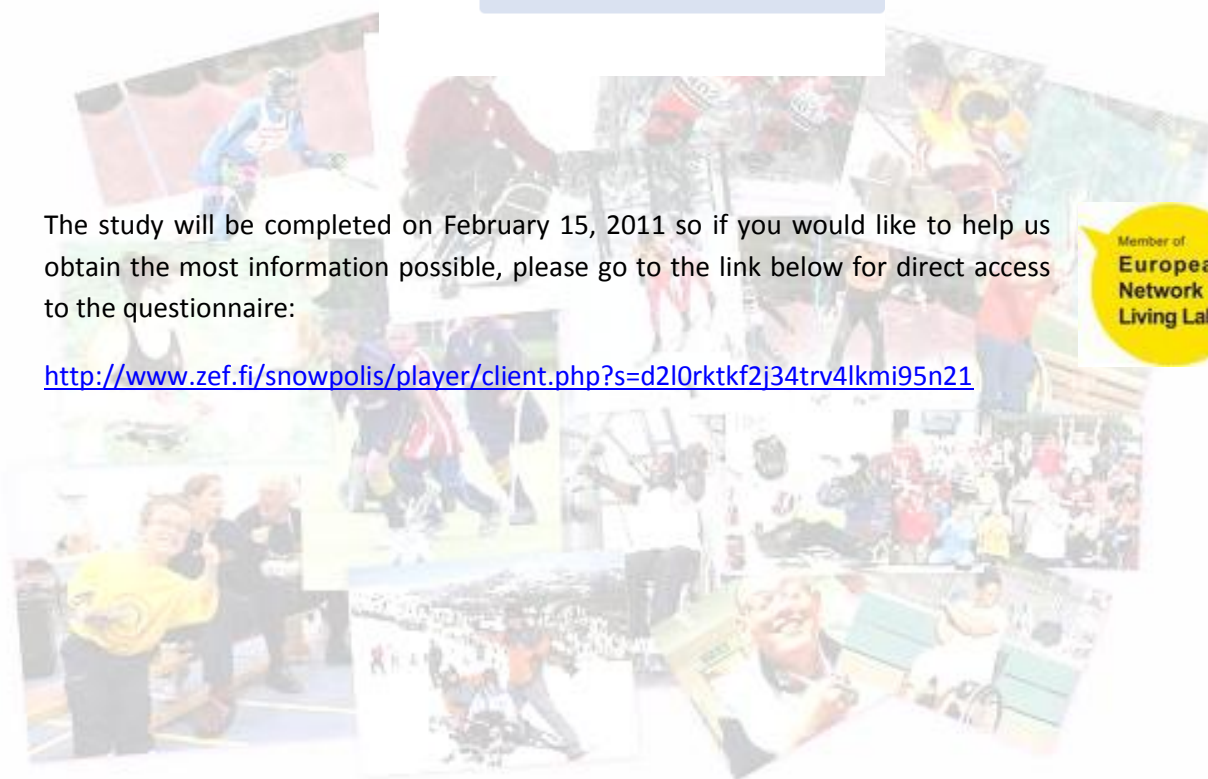
9. Which sports would you consider trying/practising in summer?



The study will be completed on February 15, 2011 so if you would like to help us obtain the most information possible, please go to the link below for direct access to the questionnaire:

<http://www.zef.fi/snowpolis/player/client.php?s=d2l0rktkf2j34trv4lkmi95n21>

Member of
**European
 Network of
 Living Labs**



--ELMA Monthly Tip

“Knowledge Is Power” (Francis Bacon 1561-1626)

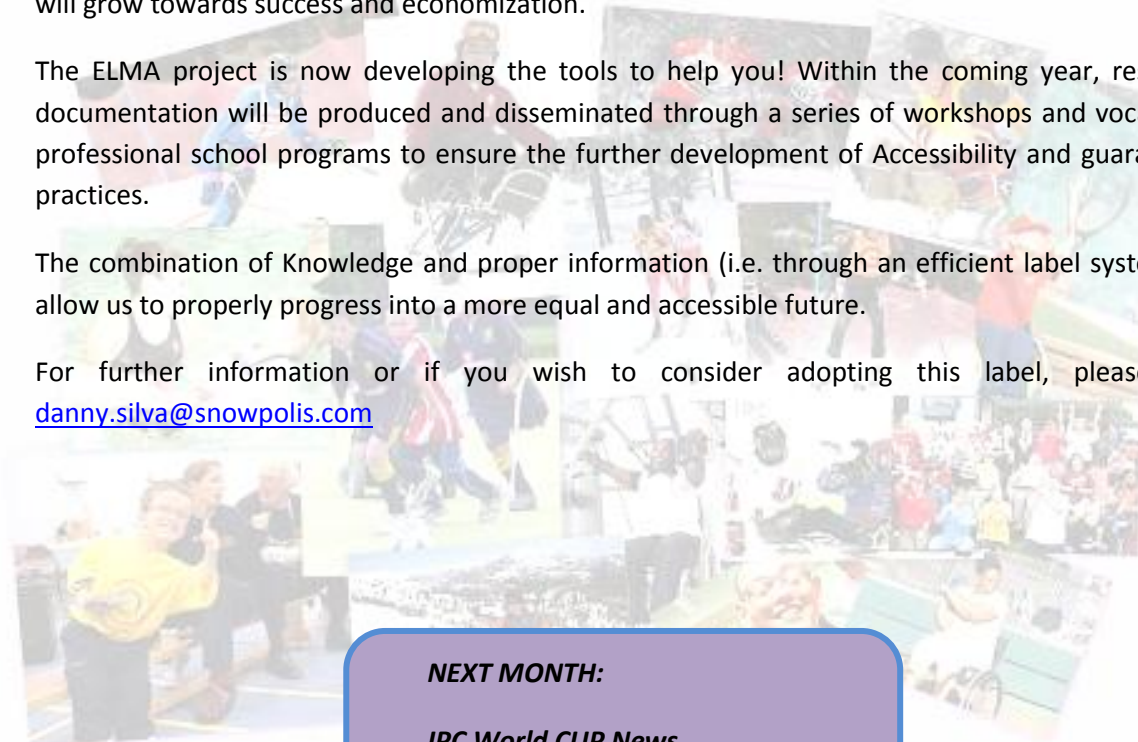
Learning about what you need to do to improve is an asset. Knowing about the potential in the market of your business is Success!

Accessibility is a growing trend and more importantly it is a trend that will become norm. As the European Commission hopes to implement new directives that will improve the rights and equal opportunity for people with disabilities; those who move to find the proper knowledge in this field that will grow towards success and economization.

The ELMA project is now developing the tools to help you! Within the coming year, research and documentation will be produced and disseminated through a series of workshops and vocational and professional school programs to ensure the further development of Accessibility and guarantee good practices.

The combination of Knowledge and proper information (i.e. through an efficient label system) should allow us to properly progress into a more equal and accessible future.

For further information or if you wish to consider adopting this label, please contact:
danny.silva@snowpolis.com



NEXT MONTH:

IPC World CUP News

ELMA Present and Future

Monthly Tip