



HeritageHunters&Business Cycle 2

Training programme kick-off event in Viljandi

Dates: 22th to 25th September 2026

The HeritageHunters&Business – Cycle 2 Training Kick-off Event marks the beginning of a cross-border training programme for young people from Estonia and Finland. Taking place in Viljandi, Estonia, this two-day event brings together students, teachers, and project partners to explore how local nature and cultural heritage can become the foundation for sustainable entrepreneurial ideas.

During the kick-off, participants will get to know each other, build trust within the group, and gain a shared understanding of the programme's goals, structure, and learning methods. Through interactive workshops, heritage-based storytelling, study visits, and real-life business examples, the training introduces key concepts of heritage-driven entrepreneurship, creative thinking, and cross-border cooperation.

The programme combines indoor sessions with outdoor and experiential learning, allowing participants to connect directly with the natural and cultural environments of Estonia.

This event is part of the HeritageHunters&Business project, implemented under the Interreg Central Baltic Programme 2021–2027 and co-funded by the European Union.



Tuesday 22 September 2026

Time	Programme	Description	Location
08:02 -10:44	Departure	Train Imatra-Lappeenranta-Helsinki	
13:30 -15:30	Ferry to Estonia	Ferry Helsinki-Tallinn	
	Workshop lunch	Introduction of the study trip agenda and students' expectations	On the ferry
16:40 -19:00	Bus to Viljandi	Bus Tallinn-Viljandi	
19:00 20:00	Arrival in Viljandi Dinner	Check-in to a hotel Dinner at Legend restaurant Finnish group bonding	Grand Hotel Viljandi https://www.ghv.ee/en/hotel https://viljandilegend.ee/en/

Wednesday 23 September 2026

Time	Programme	Description	Location
09:30–10:00	Welcoming	Arrival of participants Check-in & informal networking	Viljandi Culture Academy, Posti tn 1.
10:00 - 10:30	Icebreakers	Kristiina Urb , Viljandi Culture Academy	Viljandi Culture Academy, Posti tn 1.
10:30–10:45	What is Viljandi Culture Academy	Introduction of the academy by Ott Karulin , Director of Viljandi Culture Academy	Viljandi Culture Academy, Posti tn 1.
10:45 - 11.30	Introduction of the course and registration for the course	Kristiina Urb , Viljandi Culture Academy	Viljandi Culture Academy, Posti tn 1.
11:30 - 11:45	Coffee break and light snack		Culture Academy



11:45 - 12:30	Module 1 - Introduction to nature & cultural heritage topic.	Uula Neitola , CEO of The foundation of Wilderness Heritage Museum of Finland	Viljandi Culture Academy, Posti tn 1.
12:30 - 13:15	Lunch in seminar room		Culture Academy
13:15 - 14:00	Module I - Introduction to heritage; Finnish contexts	Uula Neitola , CEO of The foundation of Wilderness Heritage Museum of Finland	Viljandi Culture Academy
14:30 - 16:00	Visiting Loomehoovik - creative studios and heritage initiatives	Visiting creative studios and heritage initiatives, Viljar Lohu https://www.facebook.com/p/Raua-4-Loomehoovik-100066639218178/	Raua 4, Viljandi
15.30 - 16.00	Coffee break and light snack at Loomehoovik		Raua 4, Viljandi
18:00 - 19:00	Inspirational walk In Viljandi	Guided by Krista Tamm	In front of Centrum Hotel.
19:00 - 20:00	Joint dinner at Kodukohvik https://www.kodujakohvik.ee		Tartu tn 1 Viljandi

Thursday 24 September 2026

Time	Programme	Description	Location
10:00 - 10:45	Module I - Introduction to heritage; Estonian contexts	Ave Matsin , Viljandi Culture Academy	Viljandi Culture Academy / Vilma
10:45 - 11.00	Coffee break and light snacks		Viljandi Culture Academy / Vilma



11:00 - 11:45	Module II - Introduction to entrepreneurial mindset and business	Kristiina Urb , Viljandi Culture Academy	Viljandi Culture Academy / Vilma
11:45 - 12:30	Lunch in seminar room		Viljandi Culture Academy / Vilma
12:30 - 14:00	Vilma Building creative hub tour	Visits to Viljandi creative and heritage enterprises with Ave Matsin	Turu tn 7, Viljandi.
14:00 - 14:45	Module II - Introduction to entrepreneurial mindset and business	Kristiina Urb, Viljandi Culture Academy	Viljandi Culture Academy / Vilma
14:45 - 15:15	Coffee break and light snack		Viljandi Culture Academy / Vilma
15.45 - 16.45	Visiting Bonifatsius Guild	Authentic handicraft and small business center https://bonifatiusegild.ee/	Väike-Turu 8, 71003 Viljandi
17:00	inHeritage dinner at Bonifatsius Guild		Väike-Turu 8, 71003 Viljandi
19:00	3D heritage tour in Viljandi		

Friday 25 September 2026

Time	Programme	Description	Location
07:00	Breakfast and check out		
07:50 - 10:00	Departure	Bus Viljandi-Tallinn	
12:00-14:15	Ferry to Finland	Ferry Tallinn-Helsinki	



	Buffet lunch and feedback session	Feedback on the study trip Next steps in the training Mentoring principles and schedule	On the ferry
15:14 – 17:43	Train Helsinki - Lappeenranta/Imatra	Arrival in Lappeenranta-Imatra	

Take with you:

- Valid **passport or EU ID card**
- **Health insurance card** (European health insurance card recommended)
- Personal **medications**, if needed
- **Notebook and pen**
- **Smartphone** (for photos, field diary tasks, and communication in groups)
- **Comfortable, weather-appropriate clothing**
- **Waterproof jacket**
- **Comfortable walking shoes** suitable for outdoor activities
- **A small backpack** for study visit
- **Reusable water bottle**

The project is co-financed by the Central Baltic program, <https://centralbaltic.eu/>