

Competition in nature photography to increase tourism in the Barents region

www.discoverbarents.com

A competition in nature photography in the Barents region, in which anyone interested in photography has the opportunity to participate, has today been published. It is hoped through the competition to gain access to high-quality photographs of places of interest and of the local nature, which the local tourism industry in the future can use for its own marketing purposes.

The main purpose of the competition is improving the cooperation between and the efficiency of the joint marketing actions of the various players within the Barents region's cooperation area.

Prizes will be awarded as follows:

1. prize 3.000 euros
2. prize 2.000 euros
3. prize, at the value of 1.000 euros, will be awarded the image which receives the most likes on the competition website

The competition period is August 14th – October 31st, 2017, after which an international jury will select the winners.

The winner will be announced in connection with a seminar held at the Kuhmo Arts Center on November 9, 2017.

The DiscoverBarents –nature photography competition is arranged in cooperation with the Kainuu Regional Council, the Ministry of Employment and the Economy, and the Ministry of Foreign Affairs.

The Barents region consists of 14 regions, counties or similar northern areas in Norway, Sweden, Finland and Russia. In Finland, the member regions are Northern Ostrobothnia, Lapland, Kainuu and the regions of Northern Karelia. The area's 2-year presidency periods are alternated between the four member states.

The Kainuu Regional Council is in charge of the Presidency of the Barents Regional Council and Committee during the period 2016-2017.

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