

Values and goals of regional development in Kainuu until 2035

The wellbeing and quality of life of Kainuu residents consist of boldly renewed competence, entrepreneurship and cooperation - in a functioning regional structure.

VALUES GUIDING THE DEVELOPMENT AND PRINCIPLES ARE

- improvement and innovation
- favourable approach to development and courage
- positive attitude, encouragement and tolerance
- appreciation of work and entrepreneurship

As mutually agreed, with strong viability policy and functioning regional structure complemented by services we will build a solid foundation for wellbeing and prosperity in Kainuu.

The long term goal for Kainuu is to build a viable and competitive business sector. To achieve this, both public and private operators as well as nonprofit organizations shall find

their natural role in the business sector in the business sector as well as with employment opportunities and in supporting regional development. The applied research, education and extensive cooperation developing from the regional requirements all support the enhancement of regional viability and continuous improvement of the region.

The basis for the promotion of wellbeing is responsibility for oneself, of one's loved ones and one's neighbourhood. The purpose is to support people in taking responsibility of their life and encourage everybody to participate in the development of even better and more famous Kainuu.



Now, hear the whisper of our forests, sound of our imposing lakes. Roaring rapids and sad marshlands talk about our prestige Our freedom is in these hills. Our song in the shores of bays. But for us the spring brought all her fairies, blackbird and wood grouse sing also here.

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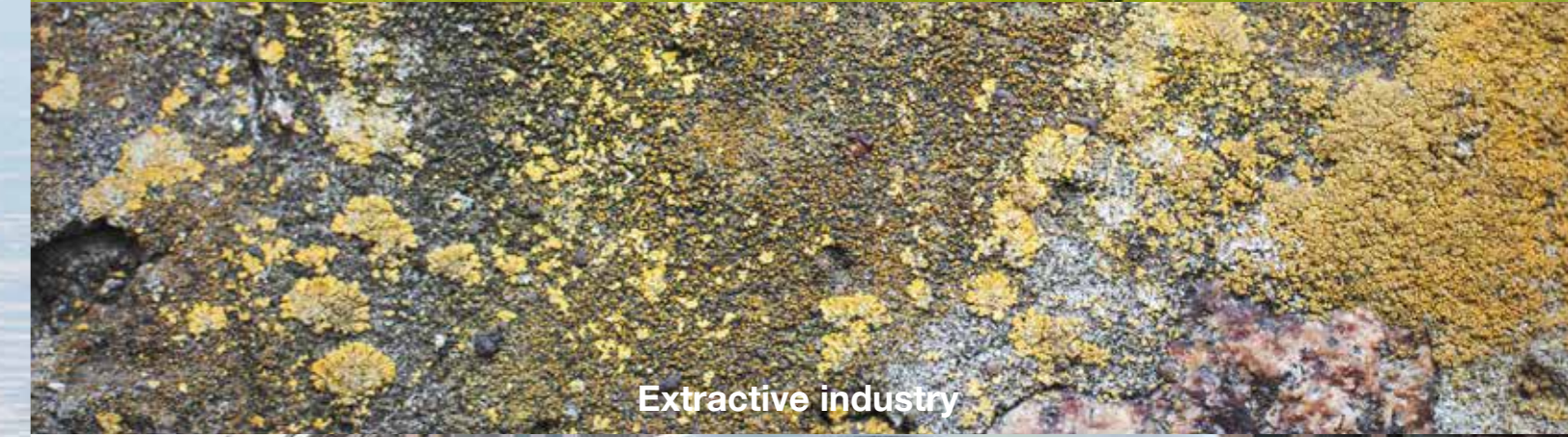
Kainuu



Bio-economy



Tourism



Extractive industry



Technology industry

Kainuu Programme in short



Kainuu

Prosperous and viable Kainuu

*Kainuu Regional Plan 2035 and
Regional Programme 2014 to 2017*

KAINUU TODAY

Kainuu region comprises nine municipalities and locates in the middle of Finland. Vaala Municipality shall shift from Kainuu to Northern Ostrobothnia in the beginning of 2016. At the moment Kainuu is home for approximately 80,000 residents. Kainuu is suffering from a decline in population, particularly as younger people are moving from the region. Therefore, the number of working age population and children is decreasing while the number of senior citizens is increasing.

Nature, natural resources and nature-related industries

and interests are prominent in the region. Kainuu has a lot of potential with functional infrastructure, but the region needs new and developing employment opportunities as well as the development of entrepreneurship and enhancement of a more attractive image of Kainuu.

THE REGIONAL PLAN AND REGIONAL PROGRAMME FOR DEVELOPING THE AREA

Kainuu Programme is divided into two parts. Kainuu Regional Plan extends to 2035 and Regional Programme covers the period of 2014 to 2017. The Regional Plan defines long term goals for the region's development while the Regional Programme prioritises short term development options.

The foothold of Kainuu Programme in the regional development project is based on the Act on Regional Development. Basically, this means that the work is carried out through a number of projects the selection of which is guided by the engagement plan in the Regional Programme. Along with the Regional Plan and Regional Scheme, supervision of interests as mutually agreed, supports the implementation of development projects.

Goals of Regional Programme and how to achieve them

Viable and innovative business sector and excellent reliability.

The most important area of development is a viable and innovative business sector that shall be constructed by

- encouraging business expansion and upgrading employment opportunities
- developing skills, knowledge and practical approach to innovative activities.
- ensuring the availability of versatile and skilled workforce – especially in growth and restructuring sectors.

TOP INDUSTRIES IN KAINUU PROVIDING EXTENSIVE SUPPORT FOR THE REGION

Hospitality industry and tourism

Kainuu is internationally known as an interesting region for summer and winter holidays with a number of versatile resorts. Vuokatti speeds up the development of hospitality services in Kainuu. Wild Taiga close to eastern frontier and the recreational facilities in Ukkohalla, Paljakka and Oulujärvi, and Kajaani provide all-year services even for the selective. Development of tourism and hospitality industry supports and expands also local services.

Technology industry

Local technology industry's export is favourable and developing especially in the fields of ICT, electronic and metal industries with excellent growth prospects. The goal of five per cent growth is achievable through an increase in the turnover of the current operators. Moreover, various pilot projects are implemented to search for novel and innovative operators into the top industry.

Bio-economy

Bio-economy is efficient conversion of renewable biological resources into food, energy or products. Kainuu provides first class conditions for the development of bio-economy via considerable renewable natural resources and extensive knowledge in the region. The forests in Kainuu are a key bio-economy resource and can be processed, among other things, into bio-energy, for instance different kinds of fuel or bio-plastics and a range of building materials. The goal is to change operational structures

and consumer behaviour patterns and by increasing the amount of processed material, gradually shift towards bio-economy and away from fossil economy.

Extractive industry

Sustainable and eco-efficient extractive industry is a substantial and versatile developing industry, particularly in Kainuu. The goal is to promote national and international opportunities for companies in the industry as well as small and medium-sized undertakings providing services for the said companies. Extractive industry's turnover can be quickly boosted. Eastern and Northern regions cooperate with Kainuu in development projects, in particular for the extractive industry.

KAINUU IS ACCESSIBLE. KAINUU IS EASY TO ARRIVE AT. KAINUU OFFERS FUNCTIONAL SERVICES, EXCELLENT ENVIRONMENT AND CLOSELY-KNIT COOPERATION NETWORKS.

Kainuu shall be a region of good life and living, start a business, work and visit. The region is easy to reach and it provides excellent local services. The environment is clean, comfortable and diverse with sustainable urban structure.

The goal is to build a region where regional and local aspects support one another. Development projects focus on creating functional networks and encouraging get-up-and-go. Locals take actively part in the planning and development of their environment as well as in decision-making.

Short-term goals are

- better flight connections to Helsinki and around the world to all directions; in particular, better cross-border transport and Russian connections
- better data connections; better energy industry networks and infrastructures
- better service quality and availability.

Wellbeing for Kainuu – wellbeing for residents

The wellbeing as well as safety and security of Kainuu residents will be lifted to the same level as the rest of Finland. Life in close proximity with nature, flexible labour market, quality of life and easy-going everyday life are already Kainuu's strong points, however, they are being developed further to become Kainuu attractions.

Short-term goals are

- developing individual paths towards employment for young people and improving their capability for independent life and decreasing long-term unemployment.
- improving work ability and wellbeing at work in all working environments
- increasing participation and sense of community and encouraging a lifestyle that promotes wellbeing and health.

Kainuu image

The goal is to diversify Kainuu image and boost the region's reputation as a region of competence and versatile industries.

Past history, nature, culture and cultural heritage as well as the region's prominent identity contribute to the strong foundation of Kainuu image and its distinctive characteristics.

Positive Kainuu image is creating a positive Kainuu image is an intrinsic part of all development work - however, the short term goal is to improve Kainuu image by special procedures, such as:

- Kainuu exhibits its cultural diversity, uniqueness and exclusive strengths in various events
- Kainuu undertakes various pilot projects thus enhancing its role as the trailblazer for instance in social welfare and healthcare services
- The goal is to use new, innovative methods to productise the very essence of Kainuu and enhance the positive image of the region in the minds of young unattached and mobile persons without forgetting the locals.

