

Integrated Finish approach of Kainuu region



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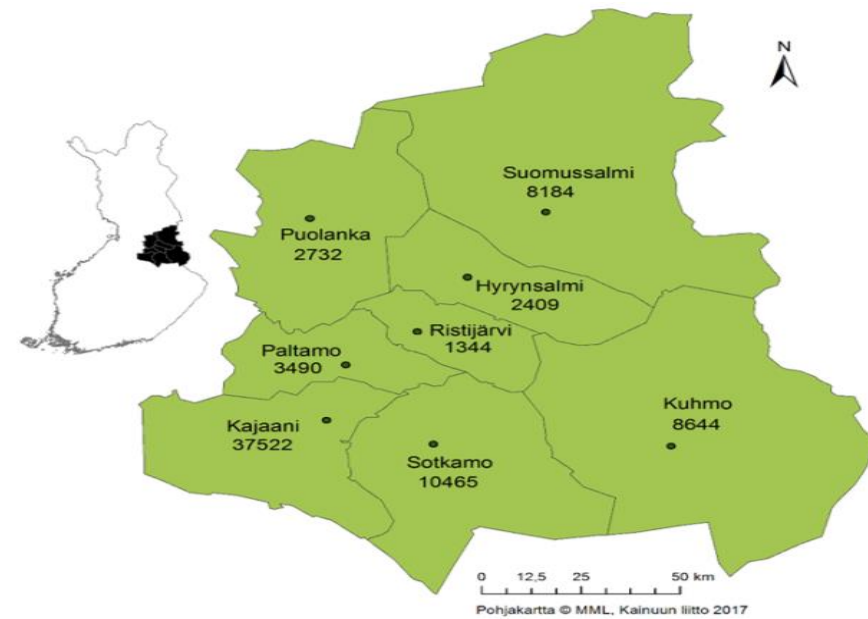
Workshop on
Combatting rural depopulation
Brussels – 21.5.2019



Kainuun liitto

Kainuu profile

- The Kainuu region: 8 municipalities
- Population: about 74 790 inhabitants
- Land area: 20 197 km
- Distances: 568 km from Helsinki, 181 km from Oulu & 2000 km from Brussels.



Kainuu economy



- Regional turnover: 554 771 196€
- GDP/inhabitant (2015): 27 468€/inhabitant
- Unemployment: 10,9% (2016); 14,1% (2011)
- Bio economy's share of economic output: 17,5 %, (633 million € / year)
 - Share of employment: 14 %.
 - Forest bio economy stronger role in economy of Kainuu than Finland in average (41% of all bio economy output)
- EU Structural funds 2014–2020 in Kainuu: (ERDF+ESF: 110.3 million €, EARDF: 33.4 million €)

National and Kainuu population trends

Population trend: from around 80 000 in 2007, to 75 000 in 2017.

Centralisation & urbanisation trend: on many levels (local, regional, national, international, global)

Educational level trend

Sustainability of the local labour market

Challenges for education in remote & sparsely populated areas

Do we support or fight against urbanization & centralization?

Do we lose or use potential of all regions?

- Where do we educate (location of Univ., UASs, 2.level etc.)
- Aging of population & lack of skilled workforce & employment rate
- Who do we educate (target groups)?

Digitalization

- How & what (substance) to educate?

Revolution of work?

- What & when (substance) to educate? Continuous learning

KUAS in Kainuu as an example

- Since 1992 over 5500 graduated
- Now 2300 students (10 % international ones)
- Strong co-operation with **entrepreneurs**
- 80% comes from outside Kainuu and 60% of graduates are employed in the area
- **VS: Only little over 1 percent of those who left Kainuu for university or polytechnic studies during the years 2001-2011 have returned by the year 2017.**

Regional education impacts on regional labour market & population development

- narrow university level education – graduates have not high educated labour market, start ups vs. Oulu with large University
- labour market mostly demand for blue collar workers (mines, metal, forest, tourism, services)
- Gaming industry in Kainuu is opposite example, based on KUAs education
- **Crucial to maintain & develop attractive education located in Kainuu (2. level, KUAS, University) & attract national and international students to Kainuu & integrate students to local entrepreneurs so that they stay after graduates**

Regional strategies goal: Attracting new inhabitants & workforce:

- the critical success factors of Kainuu,
 - Regional plan 2035 (population targets for 2035);
 - Regional programme 2018 – 2021
(sets of objectives & steps to implement during the following 5 years)
 - Implementation plan 2019 - 2020
(development actions during a two years phase)

Special strategies for tackling declining population: 'bridge agreement' ("siltasopimus") between the Finnish government & Kainuu region for ensuring availability of skilled workforce in Kainuu)

Population trends:

- still negative lacking of labour force has not tackled any industrial investment
- Growing number of tourists, visitors & leisure homes

REGIONAL DEVELOPMENT SYSTEM IN KAINUU



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Integrated approach

The Ministry of Employment and the Economy (MEE)

Finnish regional development aims

REGIONAL PLAN - 2035
FUTURE VISION
STRATEGY FOR DEVELOPMENT
REGIONAL STRUCTURE

REGIONAL PROGRAMME 2014-2017
development actions

REGIONAL MASTERPLAN FOR LAND USE 10-30 years

The Ministry of the Environment

Finnish land use aims

Strategies of municipalities

Village, LAGs strategies

Theme strategies like Bioenergy, Environment, Bioeconomy, Smart Specialisation

land use in the municipalities

Kainuun Etu: developing firms in key sectors of Regional Program

IMPLEMENTATION PLAN

Co-operation group of Kainuu region (MYR)

Regional Board (13)

12/10/15

Source: Regional Council of Kainuu, presentation in Brussels 17.6.2014

Lessons learnt

- **Where to start:** common understanding of population challenges – commonly shared population objectives from local to regional level
- **What to avoid:** new inhabitants need to integrate to society, exclusion; confusing humanitarian immigration measures with depopulation measures; providing naive language training, treating foreigners like marginals; discriminating in the labour market
- **What to focus on:** new labour needed outside Finland, immigrants; social & professional integration; invite potential citizens (not cheap labour to address depopulation)
- **How to engage stakeholders in the strategy:** regional planning from local strategies to regional level
- **Integrated approach is formulated on time scale of regional strategies:**
Regional plan 2035 (population targets for 2035)



Thank you for your attention! 😊



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