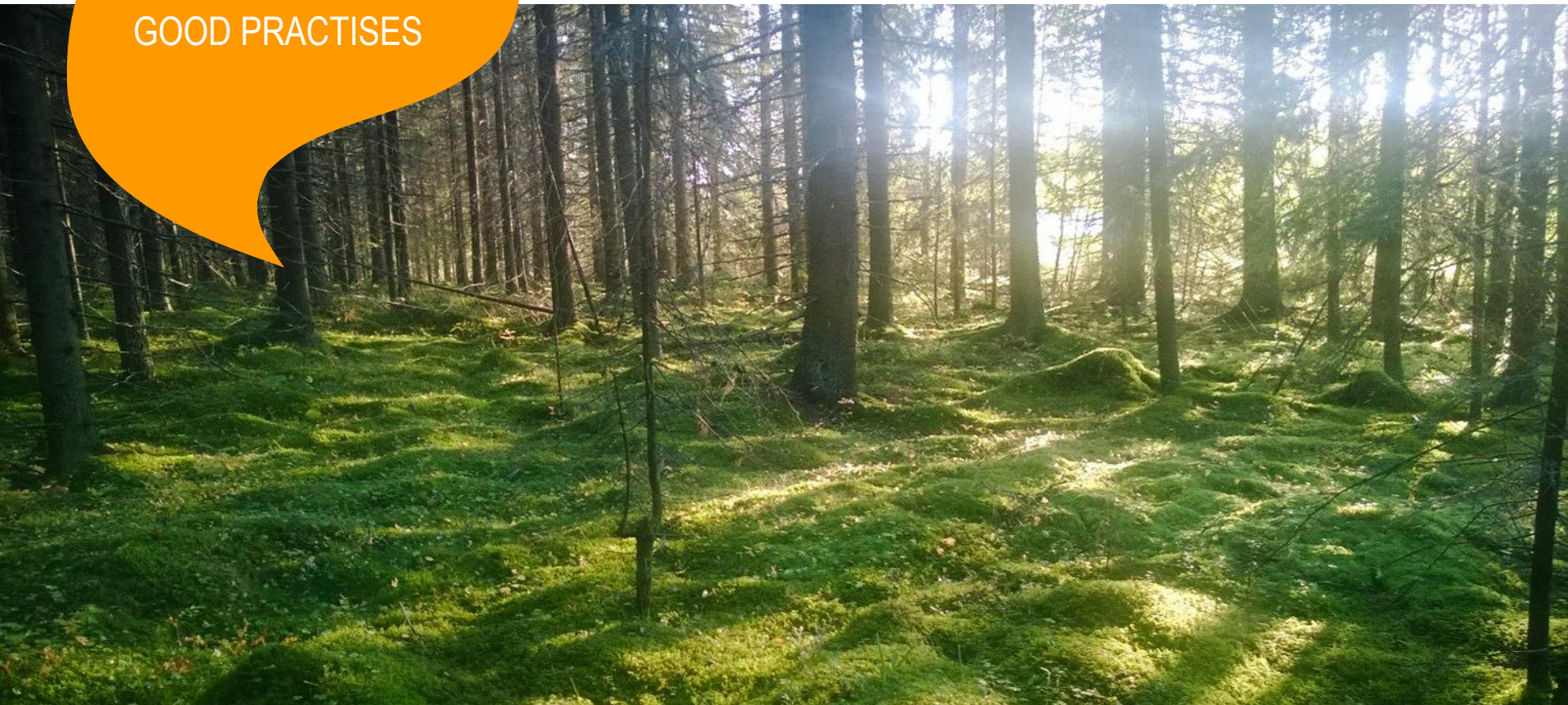


SUCCESSES AND
GOOD PRACTISES



Oulu Region Bioeconomy Leader Tour

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Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin



LEADER
Oulun Seutu



Elinkeino-, liikenne- ja
ympäristökeskus



The target of the project was information transfer

Activities

- Information events (117)
- Need surveys
- Articles and communications in the media
- Good examples

Results

- More than 2000 participants
- Advice on business development, investments and financing
- Investment plans
- New enterprises



The content of the information activities was tailored to the region's specificities

- Covered village bioeconomy models
- Collaboration models for rural enterprises
- Rural tourism
- Leisure and well-being services
- Branding rural landscapes
- Circular economy
- Biogas
- Forest bioeconomy
- Natural harvesting products
- Local food
- Digitalization



Top events and actions: **Energy and vitality from small biogas plants**

- In co-operation with Business Agro –project
- 6 events in the area and study tours
- Two new farm level biorefineries for biogas and bio-based products have been built, in addition 3 are being planned and dozens of farms are showing interest.

SUCCESSSES AND GOOD PRACTISES



Top events and actions: **A new kick for business –tour**

- In co-operation with Business Agro –project
- 7 events in the area
- opportunity to discuss with a business advisor and other entrepreneurs
- individual follow-up meetings

SUCCESSSES AND GOOD PRACTISES



Top events and actions:

Village level events: possibilities in bioecenomy

- In co-operation with municipalities and local actors
- 9 events in the area
- Ideas and possibilities in local circulation economy
- Create co-operation with local companies, associations and residents

Top events and actions: Briefing on special topics



- In co-operation with different projects, actors and specialists
- For example following issues:
 - Starting and opportunities for organic horticulture
 - The use of natural harvest plants (berries, mushrooms, herbs etc)
 - Nearby nature attractions for local nature tourism
 - Mushroom and chaka growing as a possible side income
 - Insect business possibilities
 - Business co-operation in food sector



Co-operation resulted in final results:

55 small rural enterprises started to develop their businesses, 10-17 financing applications, 5-10 new enterprises

Bioeconomy leader tour

- Information activities →
- Interest in bioeconomy →
- Identifying opportunities →
- Desire to develop
- Partners and co-operation

Business Agro and the other projects and advisory

- Business ideas analysis
- Business planning
- Profitability assessment
- Investment and finance advice

SUCCESSSES AND
GOOD PRACTISES

Bioeconomy as a part of advisory services

ProAgria Oulu – Rural Advisory Services				
Financial management	Meat and dairy	Crop	Rural Women's Advisory organization	Fishing Industry Center
Different development projects				

- Business planning and management
- Investment plans and financing
- Marketing plans
- Landscape planning
- Production assessment for example: Optimal growth conditions, based on good soil structure and water management;
- Energy planning;
- An efficient usage of nutrients

Look more at our website: <https://proagria.fi/en/services>