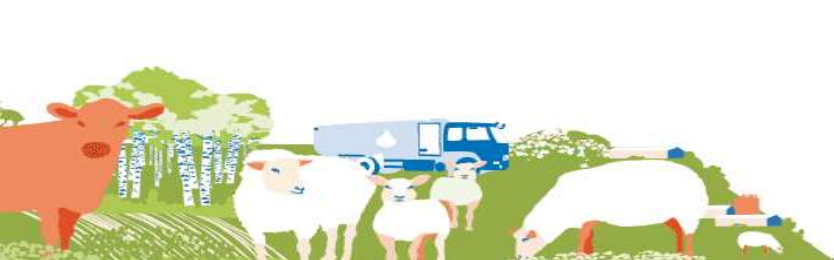


Finnish RDP; Current Topics

MMM Tiina Malm

18.4.2018



Rural Development Programme 2014-2020

- In mainland Finland's RDP 2014-2020 69% is tied and 49% paid (31.12. 2017)
- The program has enabled versatile development and corporate financing for the needs of the regions
- Improving the competitiveness of primary production and diversified rural entrepreneurship are indispensable for the future of the regions
- The Leader groups has brought new players to be involved



Rural Development Programme 2014-2020

- Animal welfare compensation: "mid-term review" to simplify the rules and to reform the Animal Welfare Act
- In advisory support system (Neuvo 2020) there are already 31,500 farm visits to more than 14,165 farms, with very good results in the evaluation
- The co-operation measure has brought research institutes and companies and other organizations into active co-operation, also education & information projects has been popular
- Broadband: 63 village network projects, Budget tied around € 24 million - demand continues to be large



 mmm.fi
ruokaa ja luonnonvaroja



Rural Development Programme 2014-2020

- Agricultural investments broke up in 2017
- The funds available this year is more than used in 2017, but in some areas there are still more good projects than money to use
- Under the consideration, what are the ways of financing as many projects as possible?
- Especially in the end of the programming period, more resources are needed for investments
- There is a strong need for investment and the aim is to ensure their financing



Rural Development Programme 2014-2020

Environmental Compensation

- Respond to the obligations of international and national agreements and strategies
- The impact has been assessed throughout the EU membership and actions have been designed based on the results of the research
- Long-term action has achieved good results and effectiveness
- There has been a significant impact on nutrient loading and erosion



Rural Development Programme 2014-2020

The next program change in preparation, for the Commission in January 2019

- Need for financial transfers between measures
- Adjustment of environmental compensation for 2020
- Cancellation of cuts in the national contribution to LFA?



News

- "Smart Village"- competition in Finland is underway
- www.laajakaistainfo.fi was opened to help builders of broad band networks
- "Rural Growth Path"- sparring competition
- On the European Day, the impact of financing is reported, the [#TerveisetVataselle](#)- campaign culminates
- The food valuation campaign is under way [#läheltäparempaa](#)



#Maaseutu2030 –future work in progress

- What is rural significance in the future?
- What changes do you make?
- What kind of businesses are working in the countryside and what kind of service structure is in there?
- How to ensure that a Finnish countryside would be internationally important for prosperity source and for needs solutions?
- Recordings: www.maaseutu.fi
- Take part in the discussion on Viima-platform: What kind of changes do you believe? What should I be prepared for? Share your suggestions and comment on other views.



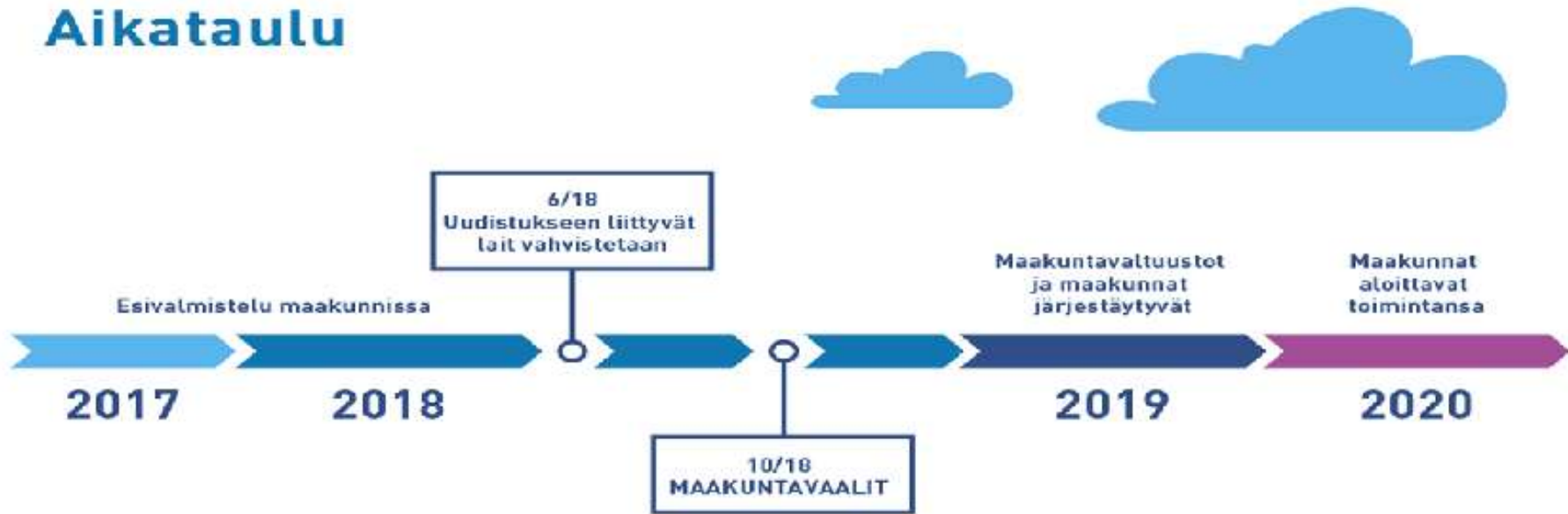
Preparing the new programme period, but ...

- Although preparations for the new period are under way, implementation of the current program is important for achieving the objectives set and to ensure full use of EU funds
- Accurate and reliable monitoring is required
- Evaluations are running, some of the results already reported
- Reporting of the results and effectiveness
- Also important for the coming period 2020-, for example, the utilization rate and results affect the cash flow of the funds



Provincial reform

Aikataulu





MAASEUTU.FI

Success Story of RDP/Networking

13.02.2018

Teemu Haubia

Finnish Rural Network 2014-2020

- Smaller steering group 20 → 11
- Working group chairpersons as steering group members
- Working groups 2015-2016
 - Young People, Heidi Siivonen, 4H
 - Environment and Climate, Eija Hagelberg, Baltic Sea Action Group
 - Entrepreneurship and Livelihoods, Hannu Uusihonko, Finnish Entrepreneurs
 - Innovations, Hilikka Vihinen, LUKE
- Working groups 2017-2018
 - Wellbeing, Jalmari Heikkonen
 - Future Rural Entrepreneurship, Marko Mäki-Hakola

The working group's term of office is 2 years



Yksikön johtaja



Teemu Hautia
p. 040 545 4016

Vastuualueet: yksikön johtaminen

Taloussuunnittelija



Hanna Liija
p. 040 565 6281

Vastuualueet: talous- ja yleishallinto, hankinnat, koulutusjärjestelyt

Verkostotiedottaja



Sinikka Torssonen
p. 040 550 5085

Vastuualueet: viestintä

Viestintäkoordinaattori



Pirjo Onikki
p. 050 434 9896

Vastuualueet: maaseutu.fi, muut sähköiset kanavat, viestintäverkosto

Verkostoasiantuntija



Juhani-Matti Marikkola
p. 040 559 9412

Vastuualueet: Leader, maaseutuyrittäjyys, kaikkiväläinen yhteistyö ja innovaatioverkostot, koordinaatio- ja valtakunnalliset hankkeet

Verkostoasiantuntija



Lauri Hyttinen
p. 050 412 2422

Vastuualueet: alueverkostot, Itämeri-yhteistyö, Ahvenanmaa, maaseudun palvelut, kylien kehittäminen, hanketoiminta

Verkostoasiantuntija



Joel Karttunen
p. 040 531 1965

Vastuualueet: innovaatioverkostot, tutkimusyhteistyö, Neuvo 2020 maa- ja metsätalous, ympäristö



Maaseutiverkosto
www.maaseutu.fi





MAASEUTU 2020

2015



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin

Regional Rural Network Days

- In March 2015, the Rural Network Day, which assembles the entire rural network, started the new programming period
- The launch date of the first regional networking day was organized on 12 October in South Savo
- It got the continuation of the region's own rural network days, which were held throughout the fall 2015 and winter 2016 around Finland. Events brought networking partners together and attracted new entrants
- Each day had a regional theme; bio-economics, business support, regional development, experimental culture, project communication, etc



Regional Rural Network Days



Pohjois-Savo	Business Arena	20.10.2015
Pohjois-Karjala	Business Arena	22.10.2015
Pohjois-Pohjanmaa	MDI	29.10.2015
Kainuu	MDI	11.11.2015
Kaakkois-Suomi	Business Arena	17.11.2015
Keski-Suomi	Business Arena	19.11.2015
Pohjanmaa	MDI	8.12.2015
Ahvenanmaa	MDI	17.12.2015
Häme	Capful	20.1.2016
Etelä-Pohjanmaa	MDI	21.1.2016
Uusimaa	Capful	21.1.2016
Varsinais-Suomi	Capful	27.1.2016
Satakunta	Capful	2.2.2016
Lappi	MDI	3.-4.2.2016
Etelä-Savo	Business Arena	9.2.2016
Pirkanmaa	Capful	Helmikuu 2016

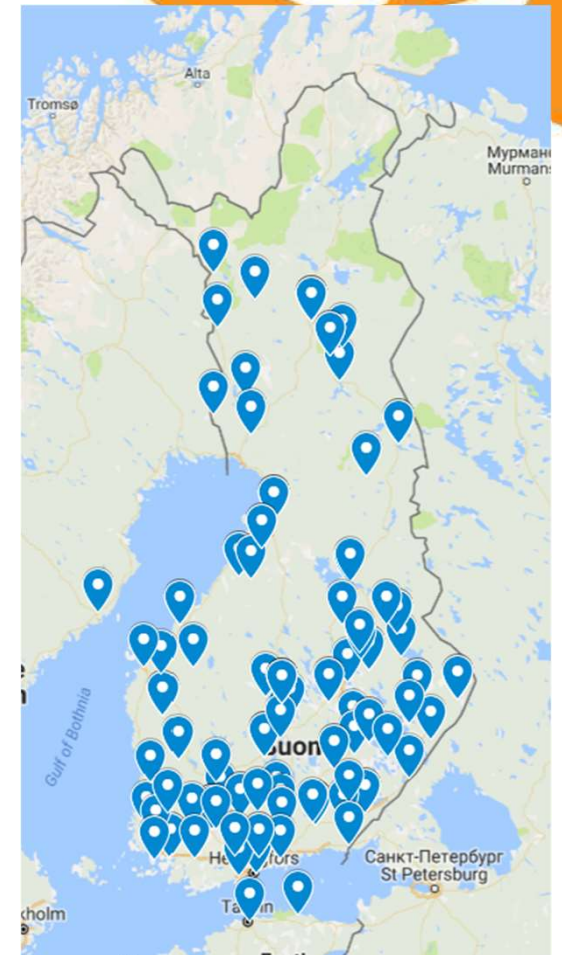


The idea and purpose of the service package

- The service package encourages and activates areas to organize activities related to the implementation of the RDP
- The service package is a tailor-made concept tailored to the needs of network members. It supports operations, which network support unit can support financially, for example, to cover the costs of organizing a training event.
- The use of the service package also helps in the planning and implementation of the event as it is accompanied by clear guidance and reporting.

Service package 2015-2017

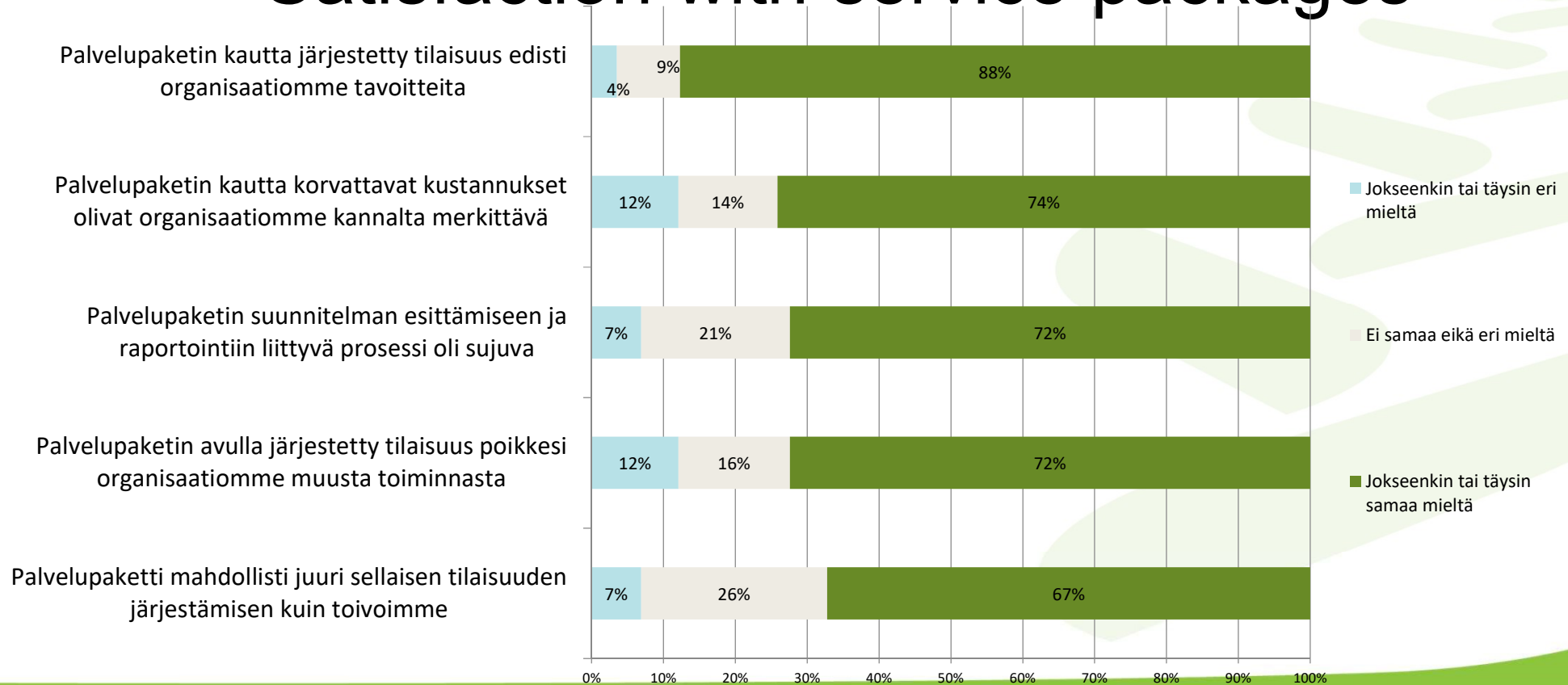
- In the course of 2015, 124 events or workshops were held, with about 2000 participants
- Plans for SP 2015 23 pcs and about 3500 participants
 - approved 21 pcs
 - abandoned 2 pcs
- Plans 2016 71 pcs
 - approved 35 pcs (number of participants 2016 of the plans 2168 people)
 - in cooperation with 15 pcs
 - abandoned 21 pcs
- Plans 2017 to 50 pcs of which 2 were canceled
 - approved 23 pcs
 - in cooperation with 15 pcs
 - abandoned 10 pcs
- Service packages 2015 - youth 30 pcs
 - approved 30 pcs, abandoned 14 pcs



Realization of the objectives

Palvelupakettien avulla tilaisuuksia toteuttaneiden toimijoiden vastaukset palvelupakettien hyödynnettävyyttä koskeviin väittämiin (n = 58)

Satisfaction with service packages



RDP Launch campaign 2015

UPDATE YOUR COUNTRYSIDE



PÄIVITÄ MAASEUTUSI

- Started in June 2015, until the end of the year.
- Planned and operated with an advertising agency
- Two main target groups: general public and beneficiaries
- The campaign was meant “to sell, not to tell”. Campaign should draw attention, then it is up to us to inform more



PÄIVITÄ MAASEUTUSI.

Milainen on maaseutu? Entä millainen sen pitäisi olla?
Katsa maaseutuohjelman ideat, hae rahoitusta ja tartu toimeen!
päivitämaaseutusi.fi



Chosen medias

- TV
- Radio
- Campaign web page (pauvitaamaaseutus.fi)
- Social media
- Events: exhibits, Leader week, “Volunteer Work World Record ” (<- Kick off event for the new Leader brand)
- PR material: flyer, stickers, posters, advertisements



New tools

TailorFrame



Theme specific campaign sites



Website open for all



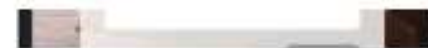
Video Service



SurveyPal



TailorFrame



Video Service



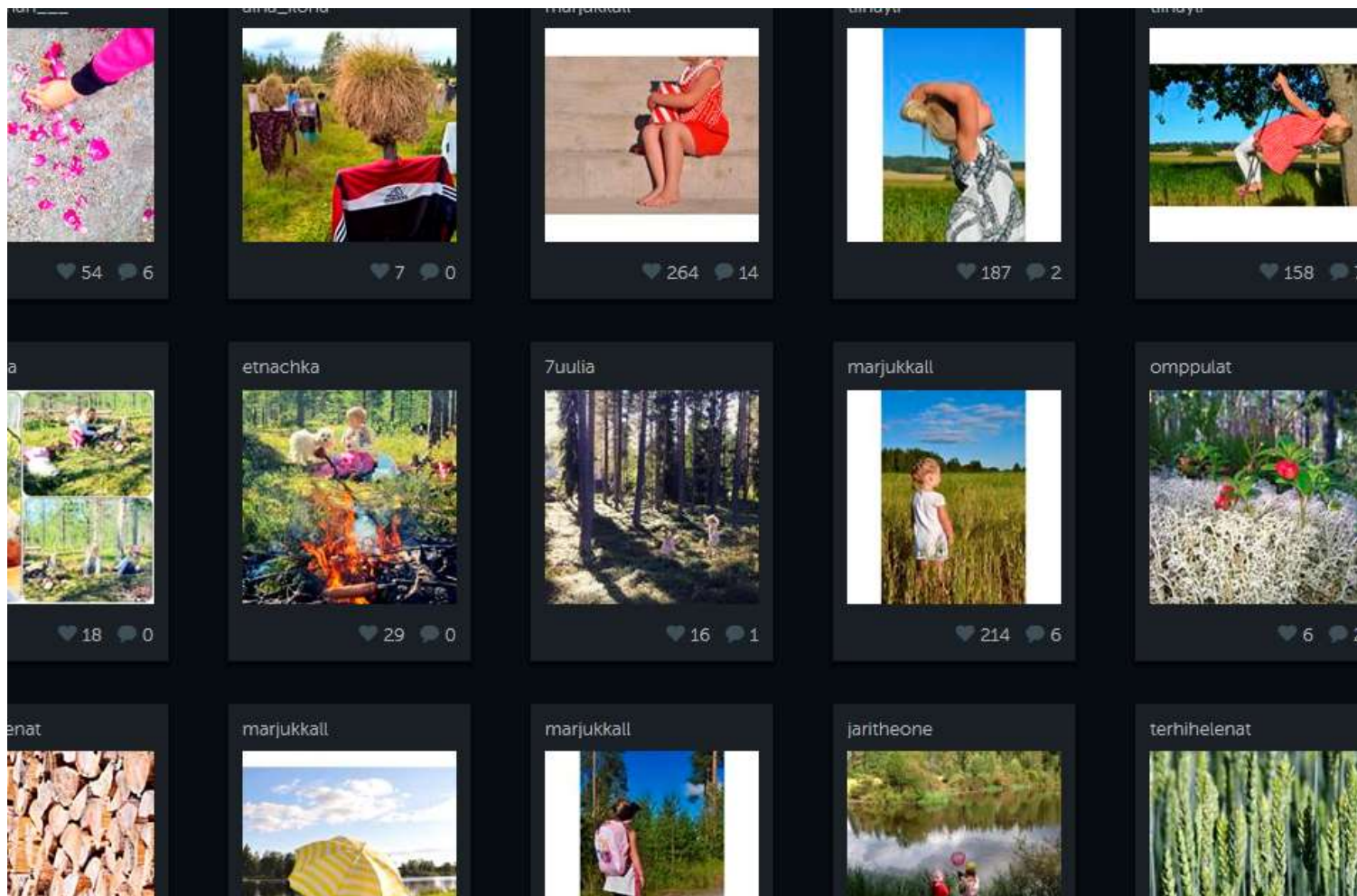
Photo competition



Turo Santikko @Thorwald_ · Jul 15

Nää jazzit muuttuu joka vuosi vain uformmaksi #päivitämaaseutusi





Goofs and events in social media around Finland

- #päivitämaaseutusi hashtag in Instagram, Facebook and Twitter a lot of sharings
 - Almost 1,000 photos were taken in the photo competition, with 40-60 times the visibility of the pictures



matkalaukkulapset





PÄIVITÄ MAASEUTUSI



- Television advertising from 17 August to 6 September Channels: MTV3, Nelonen, JIM, TV5, Kutonen, Discovery and Fii
- Radio advertising from 17 to 30 August, from 7 to 20 September Three different ads, channel Radio Nova
- Online advertising: Iltalehti.fi, Kauppalehti, Lapin Kansa, Aamulehti, Pohjolan Sanomat, Satakunnan Kansa 24th-30th August and 14th-20th September.
- HS.fi 24.–30.8, 17.–30.8. ja 14.–20.9.
- Taloussanomat.fi 24.–30.8.
- Facebook video advertising from 17 August to 30 September





PÄIVITÄ MAASEUTUSI



- **The Rural Program Program** Period 2014-2020 was launched on a nationally updated “Update on Your Country” Campaign: the aim was to provide information on funding opportunities and to create insight into the importance of rural areas
- **Facebook campaign:** 1.7 million ad screens on advertising video and nearly half a million unique viewers
- **Radio:** Radio Nova had a weekly achievement of 18+ years of age 1 126,000 and 502,000 listeners aged 25-54
- **TV:** We reached 67% of the most challenging target group aged 25-64, the average score to see TV spot was 4.2 times
 - Top TV Programs In addition were the Ten and Seven News, long films such as Rocky and Top gun, as well as series of Kitchens to Fit and Auctioneer Network
- **Net:** Mobile and Desktop, medias HS economy, Taloussanomat, Alma news section
 - The average click rate was clearly above the average of social campaigns



Website open for all



Maaseutu.fi

rural.fi landsbygd.fi

Omat tiedot ▾

Tarkennettu haku ▾

🔍

Kuvapankki Yhteystiedot

Maaseutu.fi on Manner-Suomen maaseudun kehittämissuunnitelman verkkopalvelu kaikille maaseudun kehittämisestä kiinnostuneille.

Maaseutuohjelma Tuemme näitä Hakijalle Hyviä esimerkkejä Ohjelman tulokset Maaseutuverkosto **Koulutukset ja tapahtumat**

Maaseutu.fi > fi > Koulutukset ja tapahtumat > Kumppanuustreffit teemana yrittäjyhteistyö

ALKAA
🕒 10.5.2016 13:00
LOPPUU
🕒 10.5.2016 16:00

📅 Lataa tapahtuma kalenteriisi



Meidän Iloranta, Ruikkolantie 129,
Hämeenlinna

Kumppanuustreffit teemana yrittäjyhteistyö

Hankkeet Maaseutuohjelma Palvelut Yhteistyö Yrittäjyys

Viimeksi muokattu 19.4.2016 13:24

Kohderyhmä

Tilaisuus on tarkoitettu luontolähtöisiä palveluja tarjoaville tai niiden tarjoamista suunnitteleville yrittäjille, yhdistyksille ja muille organisaatioille sekä yrittäjyyttä suunnitteleville ja muille asiasta kiinnostuneille.

Kuvaus

Kumppanuustreffeillä tutustutaan Meidän Ilorannan toimintaan ja yrittäjyhteistyöhön. Meidän Iloranta on vanhin maaseudulla toimiva täysihitoa tarjoava matkailuyritys. Yritys/yrittäjäkumppania etsivillä osallistujilla on mahdollisuus varata etukäteen oma puheenvuoro. Lisäksi kumppaneita etsivillä yrittäjillä on mahdollisuus esitellä omaa yritystään standeilla. |

Vastuuhenkilö

Anne Korhonen, anne.korhonen@tts.fi, 044 714 3710

JAA TÄMÄ SIVU:



Anna palautetta tästä sivusta

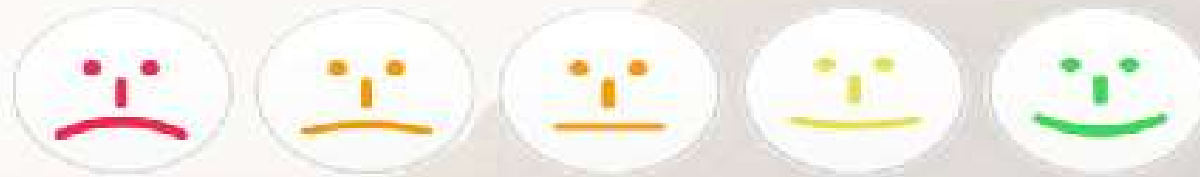
0 Kommenttia

MaaseutuFi_Suomi

🔴 Kirjaudu ▾

SurveyPal

How did we do?



Why?

Theme specific campaign sites

MÖJLIGHETERNAS LAND

Vårt att försöka?

SUOMENKI

Fransida

Företagsstöd

Kan du bli företagare

Företagarberättelser



Godissmycken för alla sötsugna från Vichtis till Hollywood

Vad har följande personer gemensamt: Jussi Pajunen, Soo Yeun Lee, Jukka Poika och Tami Tammunen? Säkert en massa olika saker, men åtminstone Elvaris pastellfärgade produkter.

[LÄS MERA](#)

READY

Event (1.1) Training (6.1) Field trip (6.1) TNC-event (7.1.)

Thematic consultation (4.2) Thematic group meeting (4.1) Co-op event

Thematic focus (1.1) Advisors & innovation (P1) Viability and competitiveness (P2/P3)

Ecosystem, nat. resources and climate (P4/P5) Social incl & poverty (P6)

Leader/CLLD/LAGs (P6) Devoted to LAGs

M-E Findings Other / mixed

Objective a Stakeholder involment b Implementation quality

c Inform beneficiaries c Inform public

d Innovation

Event

Folder

Event group

Start date End date

City Address

Description

Target group(s)

Person(s) in charge

Co-organizers

Osallistujat sidosryhmittäin

ELY-keskus	1
Kylätoiminta	2
Ahvenanmaan kehittämissuunnitelma	3
Leader	4
Nuorisoyhdistys	5
Neuvontayhdistys	6
Maaseutuyhdistys	7
Metsäalan yhdistys	8
Tuottaja/yritysjärjestö	9
Ympäristöyhdistys	10
Metsäkeskus	11
YTR	12
Kunta/YTA	13
Maakuntaliitto	14
MMM	1
Tutkimuslaitokset	16
TEM	2
YO/AMK/Oppilaitokset	18
YM	19
MAVI	3
Muu sidosryhmä	21
Yhteensä	1
Etäosallistujat	23

Feedback

Time of event	4,26
Location/venue	4,15
Speakers	3,68
Pre-event information	3,61
Arrangements	3,96



The rural network was visible and included throughout the year 2015 in a variety of events around Finland.





MAASEUTU 2020

2016



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin



MAHDOLLISUUKSIEN MAA

Kannattaisiko yrittää?



- Country of Opportunities = theme of communication on rural entrepreneurship 2016
- The core idea was to reach entrepreneurs and those who intend to be a entrepreneurs and tell, that the rural business subsidies could also be an opportunity for you
- Web site www.mahdollisuuksienmaa.fi
 - The business support systems are clearly explained and understandable
 - Offering those who interested, direct way to talk to the expert (contact form)
 - Postcode Search (95% of Finland is in rural areas)
 - Entrepreneurship tour almost in every region (11 events)



Stories of entrepreneurs emerge!



- Kyrö Distillery makes whiskey and the world's best gin, Vaissi oy is Finland's largest producer of cabbage rolls: https://www.youtube.com/watch?v=LT_Ile4sgNs
- Elvari makes candy jewelery from Vihdi to Hollywood: <http://mahdollisuuksienmaa.fi/fi/karkkikoruja-makeannalkaisille-vihdista-hollywoodiin/>
- Salibandyman set up a multifunctional hall in Seinäjoki: <http://mahdollisuuksienmaa.fi/fi/salibandyn-grand-old-man/>
- Kaamos Sound brings sound effects from North Karelia to the world of games and movies: <http://mahdollisuuksienmaa.fi/fi/pohjois-karjala-kaamos-soundin-aanina-maailmalla/>



Search: The Bear's Nest is Open!



- The Young Entrepreneurs Innovation Program, Karhunpesä, aims to create new businesses, businesses and jobs in rural areas
- Looking for enthusiastic and innovative young rural entrepreneurs and solid experts - spread the word!
- The work started in October and the work culminated in the two-day Karhunpesä camp, Tuusula, from 28th to 30th November
- The best and most prosperous ideas for the Karhunpesä camp will also be included in the Rural Growth Path, which will boost their business
- www.karhunpesä.fi



Euroop:
kehittämisen maa
Eurooppa investoi maa



KasvuOpen®

**MAASEUDUN
KASVUPOLKU®**

Hae mukaan

16.1.2017 mennessä

kasvuopen.fi/hae



Rural Growth Path

- The Rural Growth Pole® starts! The Growth Pole is selected from the 15 rural growth companies with the largest potential for growth, which receive free sparring for two days from Finnish business experts. These experienced millers help businesses find growth prospects and contacts.
- Growth Open is Finland's largest sparring competition for business growth. It is owned by the Central Chamber of Commerce of Central Finland. The Rural Growth Path is co-operating with rural network support unit, MTK, ProAgria, Finnish Entrepreneurs, Finnvera, Nordea and Sonera
- It started 27.10. in Jyväskylä





New Leader brand: from this



To this:



For ideas on a human scale

In cooperation with:



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin.



LEADER

**Varsinais-Suomen
Jokivarsikumppanit**

LEADER

ETPÄHÄ
Eteläisen Päijät-Hämeen
maaseudun kehittämissyhdystys

LEADER

Karhuseutu

LEADER

Maaseudun kehittämissyhdystys
Keski-Karjalan Jetina

www.leadersuomi.fi

LEADER

Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin.



Network Unit on the road

2015

223 trips

479 travel days

2016 (end of August)

152 trips

313 travel days





MAASEUTU 2020

2017



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin

The themes of communication



- **January:** Rural Environment
 - **February:** Entrepreneurship, Rural Growth Path, Future Entrepreneurship
 - **March:** EIB and Innovation, Broadband
 - **April:** Leader and internationality
 - **May:** villages, integration, services, sports projects
 - **June:** Advice, Competitiveness
 - **July:** bioeconomy
 - **August:** Young people
 - **September:** food, organic, local food, tourism
 - **October:** Investments, Entrepreneurship
 - **November:** Well-being
 - **December:** Climate and low carbon, energy saving and circular economics
- 



Jotta voisimme hyvin.

Maaseudun kasvua ja hyvinvointia tuetaan, jotta koko Suomi voisi hyvin. Tarjolla on rahoitusta ja ratkaisuja juuri sinulle, olit sitten yrittäjä, tilallinen tai asukas, joka haluaa tehdä kotipaikkakunnastaan entistä viihtyisämmin. tarinat eri puolilta Suomea kertovat, mikä kaikki on mahdollista - jotta voisimme hyvin. Tarkempaa tietoa maaseutuohjelmasta löydät Maaseutuverkosto-osiosta

→ Tuenhakijan tärpit eri rahoitusmuodoista

→ Vauhtia bisnekseen



Innovation Camp – Everyone's a winner!



- **Event Information**
- **Title:** 8th NRN Meeting: Developing Smart Rural Development
- **Date:** 27-28 June 2017
- **Location:** Jyväskylä, Finland
- **Organisers:** ENRD Contact Point and Finnish NSU
- **Participants:** 56



- **Outcomes:** 6 new ideas ready to be tested by the Rural Networks; teamworking!
- **Web page:** https://enrd.ec.europa.eu/news-events/events/8th-nrns-meeting_en

Jury final discussion


- **Rural proofing:** new look at how NRN would be involved in rural proofing but not convinced about it would work in practice
- **Ruramon:** excellent presentation, high ambition, creativity, team spirit but Pokemon sets a high benchmark and the product has a short life span – also, who is the owner?
- **Stealing ideas:** simple, usable idea, small steps in the right direction, incremental and positive but not innovative
- **Simplification:** high expectations and ambition but not convinced that NRNs would be the right actors
- **Youth NSU:** great enthusiasm, team spirit and positive idea but inward-looking (NSU focus) and building extra structures
- **Euruvation:** great idea with a lot of good elements but costly and heavily based on ENRD CP work. However, this can mobilise people, it is about networks and not NSU, it is real European networking

Amaze Me Leader came back!

- The Leader groups Veejjakaja, Piällysmies, Rajupusu, North Kymi and Western Saimaa, as well as network support unit organized a youth seminar in South Savo
- The focus was on entrepreneurship and young people
- There were 70 young people from across Europe
- Date 13-20.8.2017
- There was also a VIP car that included representatives from various organizations
- Good regional media coverage
- Next year in Scotland

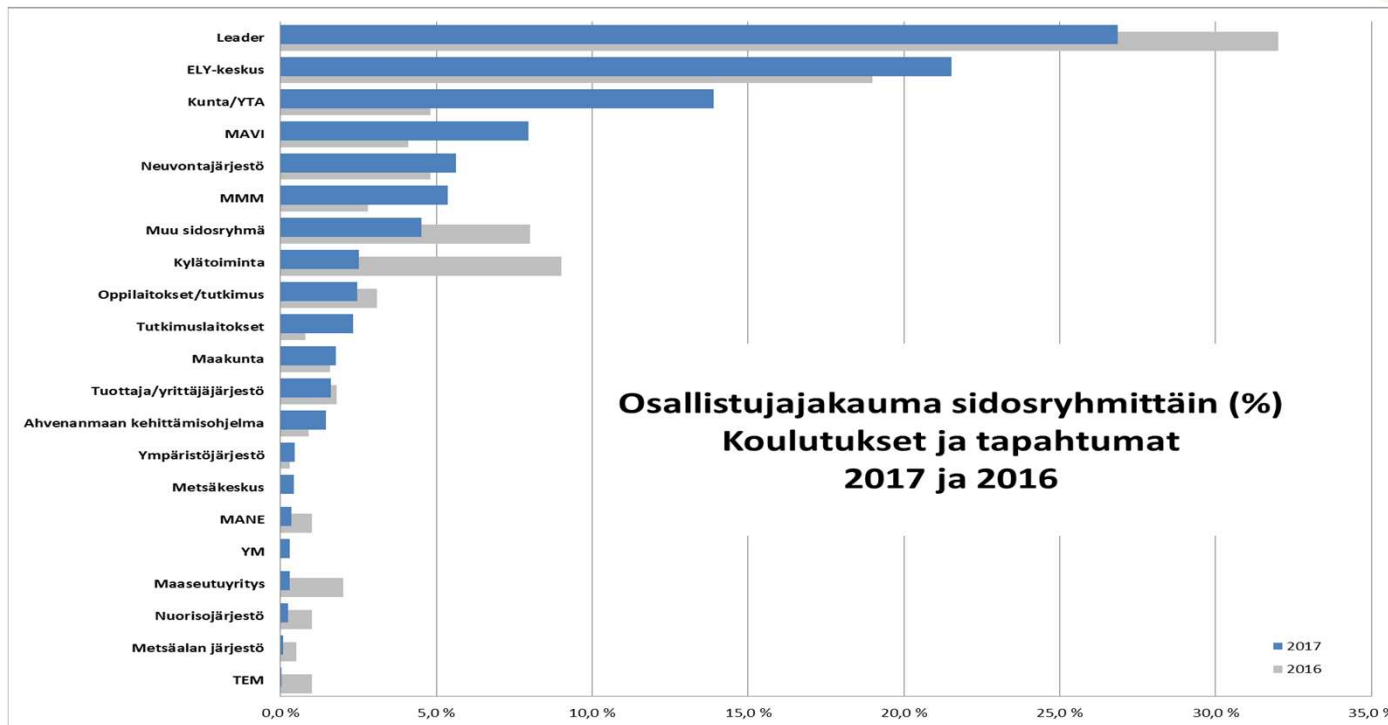
Rural Super Weekend 1-9. Leppävirta



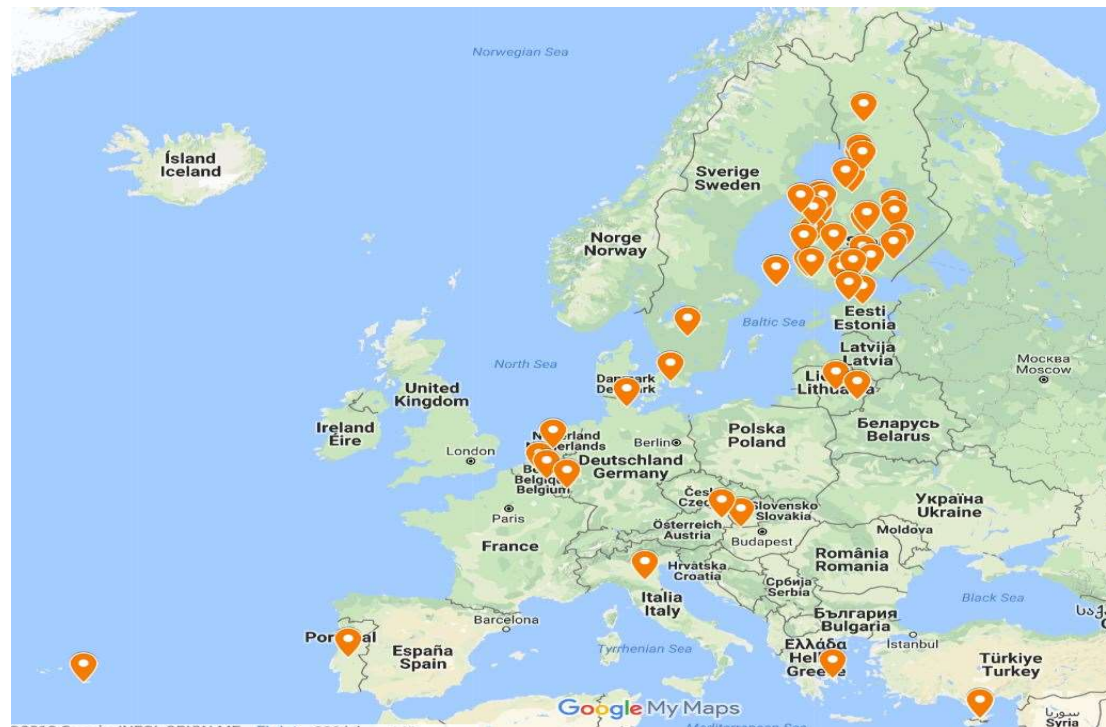
- Objectives:
 - raising the countryside to the agenda of the day
 - presenting great success stories
 - promoting dialogue between rural actors, decision-makers and the media
 - 19 excursions, 36 workshops and seminars, as well as four major headline discussions
- 

The stakeholder distribution in 2017 is considerably more smooth than in previous years

The number of participants has not been calculated in statistics, if the mass events. The total number of participants in the mass events (Open Villages, Farmari and Osta tilasta! -päivä!) Was over 115,000.

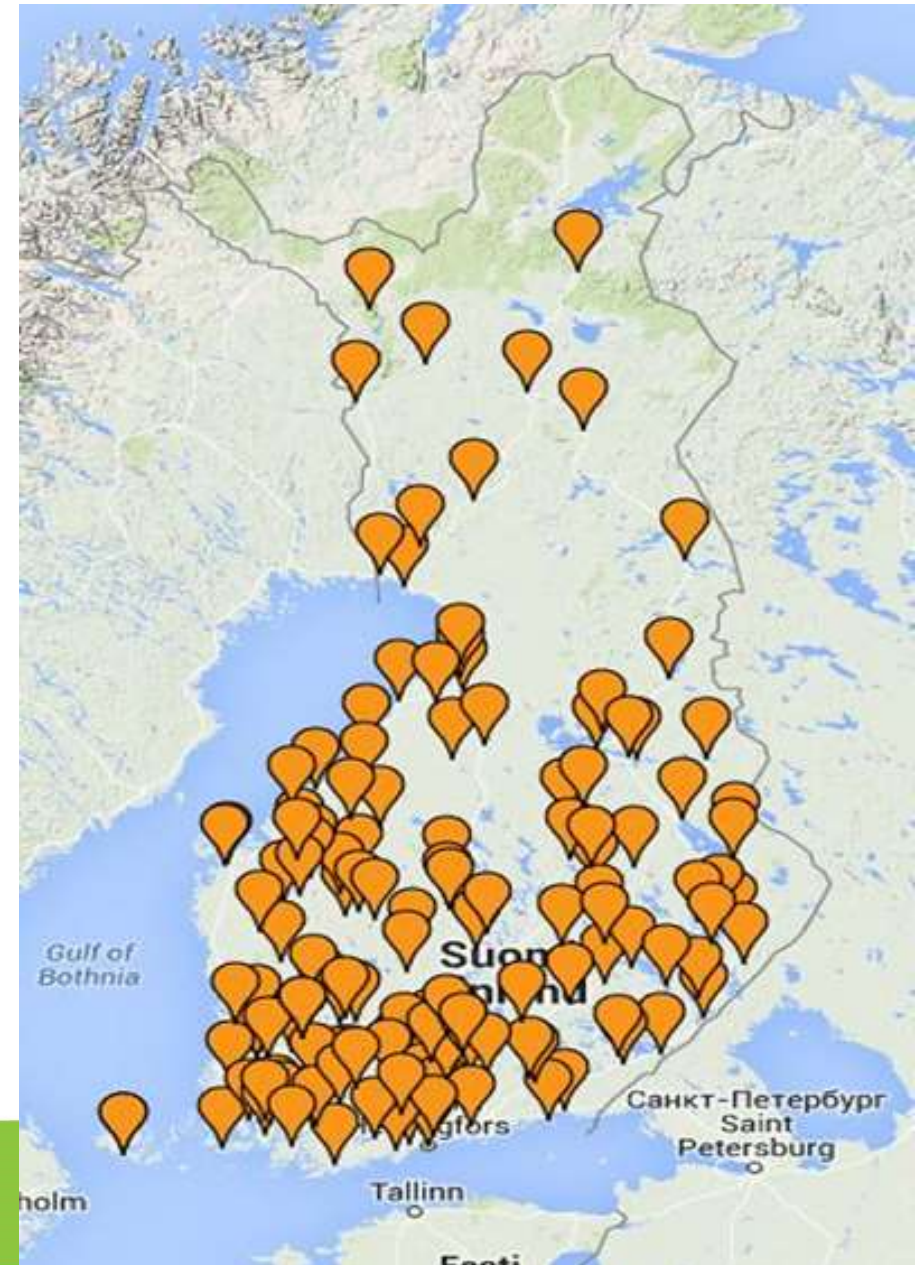


The countries, Finnish networkers visited in 2017 throughout Finland and Europe. Map features events locations

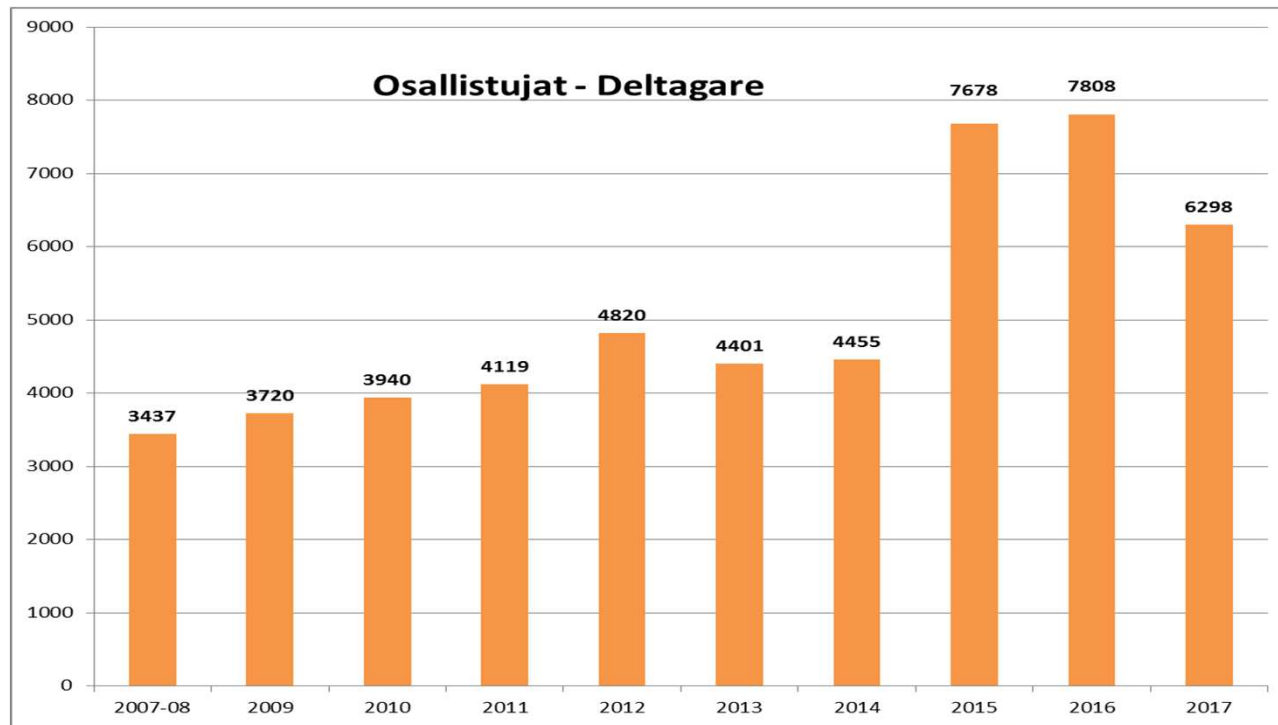


Finnish Rural Network 07-14

- 482 events
- 28 829 participants
- 137 locations
- 247 different co-operation partners



During the first three years of operation 2015-2017, there were a total of 21800 participants in the events of the rural network. 28892 participants in the previous programming period





Suomen älykkäin kylä

Marianne Selkänaho
Maa- ja metsätalousministeriö



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas

14.3.2018



Smart Village- competition



Smart Village- competition

- In the most intelligent village contest in Finland, the villages are challenged to look to the future and intelligently in developing their services
- Now we are looking for the villages that will most and most intelligently develop their services in the areas of healthcare, education, energy, mobility, local food, retail, hobby, culture etc
- Challenges for villages with the will and the need to increase vitality, activity and innovation

Smart Village- competition

- The most intelligent village competition is offered guidance, ideas, peer support, networking opportunities and visibility both at home and abroad
- The competition is open and can be registered until 8/2018 on the web site www.maaseutu.fi / home page

www.maaseutu.fi/suomenalykkain



#älykkäinkylä



MAASEUTU.FI

Jotta voisimme hyvin.

www.maaseutu.fi