



ÖSTERBOTTENS LANDSKAPSSTRATEGI
POHJANMAAN MAAKUNTASTRATEGIA
2022–2025

Ostrobothnia Regional Strategy 2022–2025



Österbottens förbund
Pohjanmaan liitto

Starting Points

Purpose of the Regional Strategy

- Ostrobothnia Regional Strategy expresses the region's shared commitment to develop the region together. It aims to strengthen the operators' common vision and view concerning development as well as direct development resources to strategic objectives.
- The Regional Strategy consists of two parts:
 - **The Regional Plan** defines strategic guidelines for the region's long-term development (year 2050).
 - **The Regional Programme** is valid for the years 2022–2025 and specifies the objectives of regional development and their implementation.
- The Regional Strategy's objectives and measures require cooperation within the region or other, widespread collaboration.

Our operating environment

- Diverse economic structure and new industries, such as the battery industry cluster
- International industries with a high level of processing and energy technology competence
- Tradition of entrepreneurship



- *Challenges persist specifically in the growth and innovation activities of SMEs*



- Close cooperation between businesses, higher education institutions and the public sector
- Versatile educational opportunities



- *Challenges persist in the availability of skilled workforce*

- Low unemployment and high employment
- Long experience of labour immigration



- Short distances to workplaces and services
- Comprehensive transport network
- Clean and diverse nature



- Unique archipelago and World Heritage Site
- Vibrant urban communities and villages
- Safe and comfortable living environments
- High-quality and affordable housing



- Inhabitants' wellbeing ranks among the top in Finland
- Socially active population
- Flourishing associations and cultural life



- Cultural diversity and an international atmosphere
- International collaboration and an operational connection to Umeå, Sweden
- Rich cultural heritage

- *Challenges persist in the deterioration of the dependency ratio*

GLOBAL MEGA TRENDS

TWIN GREEN AND DIGITAL TRANSITION



CHANGES IN THE WORLD
ORDER AND POPULATION
STRUCTURE



PRESSURE ON DEMOCRATIC
GOVERNANCE MODELS
AND VALUES



OUR FOCUS AREAS FOR REGIONAL DEVELOPMENT 2022–2025

Resource-wise society

Growth from digitalisation

No shortage of talent

Inclusion

OUR OBJECTIVES 2050

Good living environment

Carbon negative society

Sustainable regional and
community structure

Recycling of materials

Vibrant nature

Thriving regional economy

Versatile business life

Innovations in collaboration

No shortage of talent

Smooth connections and
transport chains

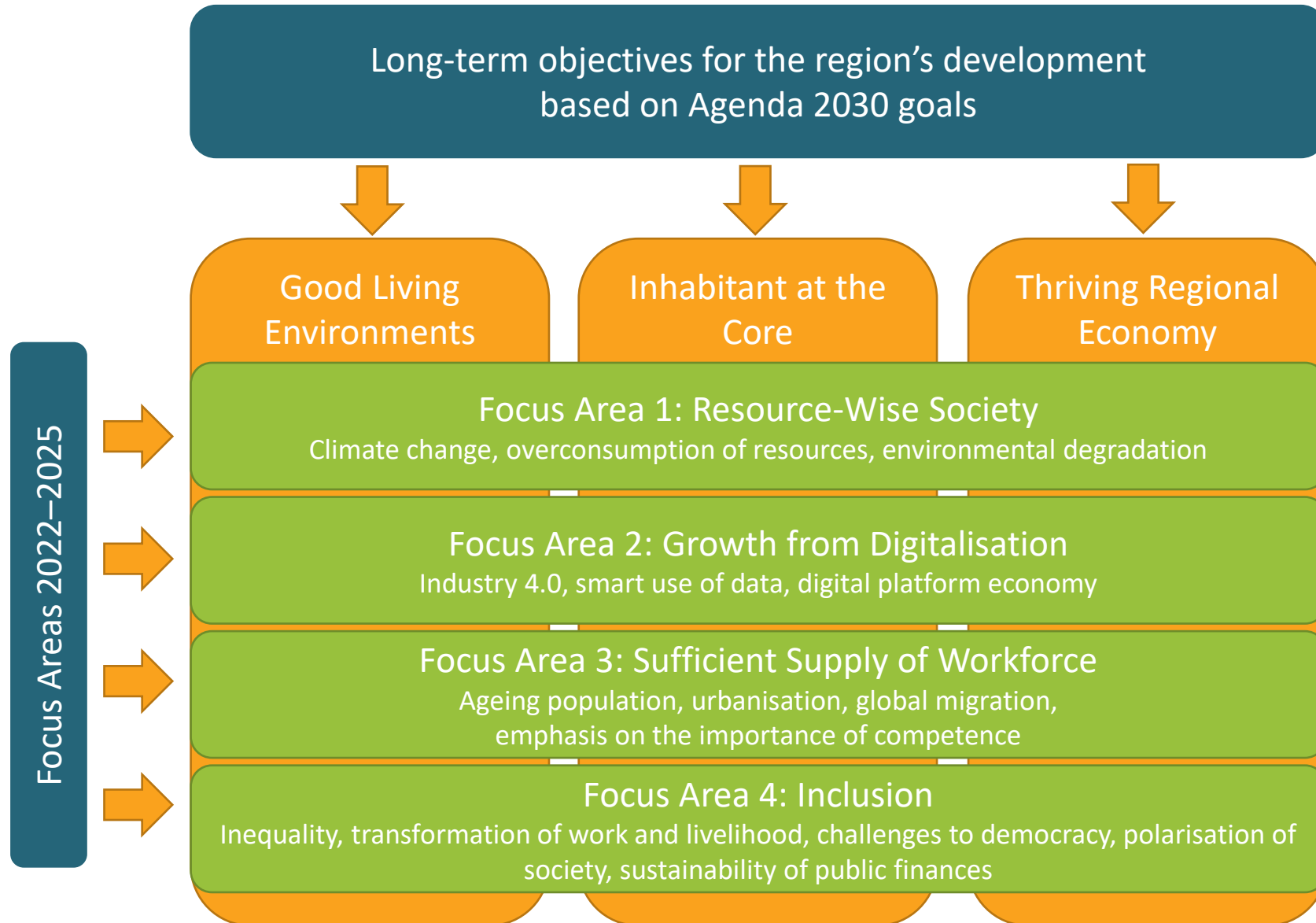
Inhabitant at the core

Prosperous population

Cultural powerhouse

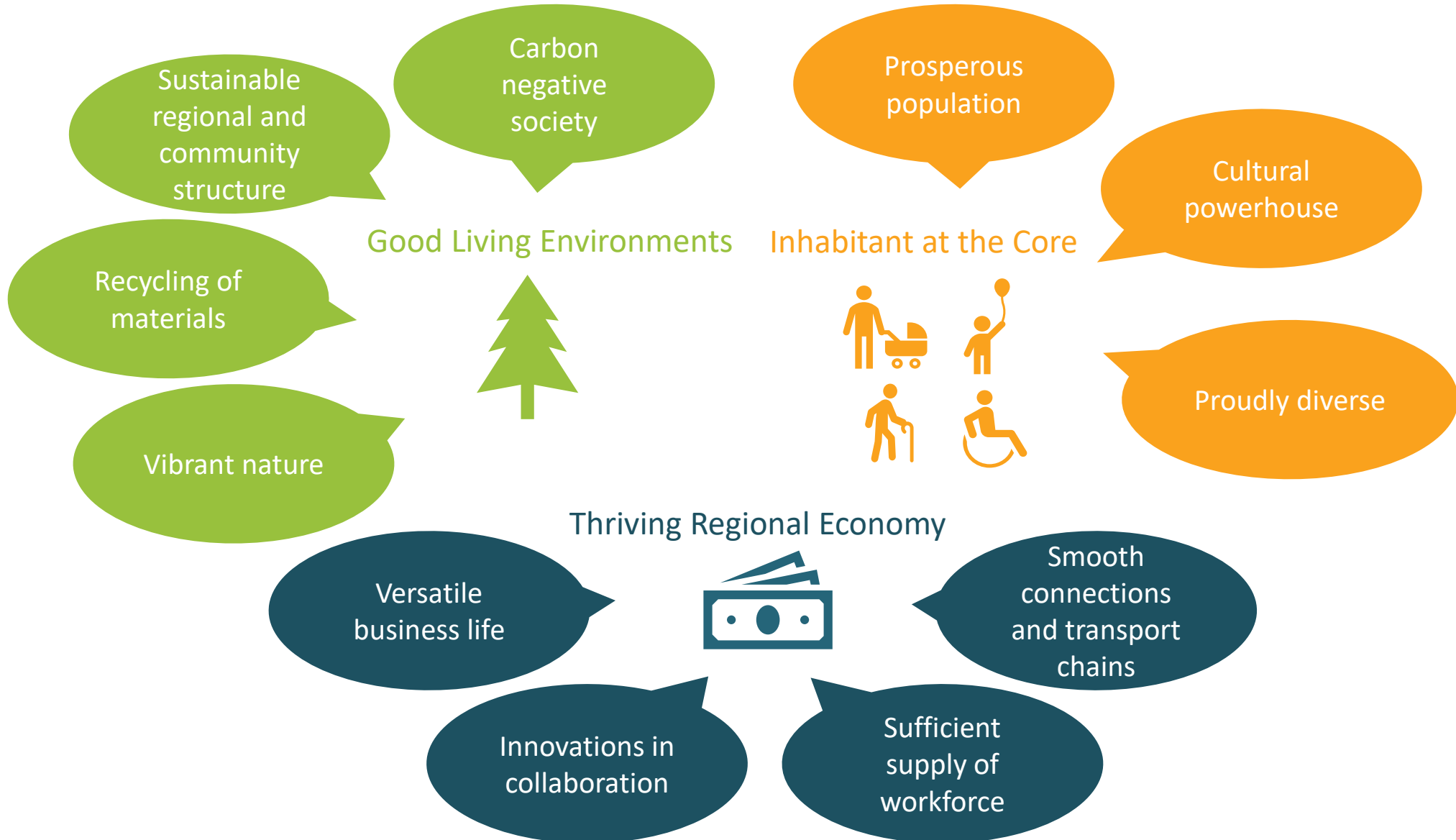
Proudly diverse

Structure of the Regional Strategy 2022–2025



Objectives for Regional Development 2050

Objectives for Ostrobothnia's Development 2050



Objectives for Ostrobothnia's Development 2050

Good Living Environments

Target State 2050:

Ostrobothnia is at the forefront of sustainable development. It is a region where climate change mitigation and the preservation of clean nature is seen both as everyone's duty and as a great opportunity. Ostrobothnia as a society is carbon negative. The region possesses a polycentric regional and community structure in accordance with sustainable development as well as clean and diverse nature.

Carbon negative society

Ostrobothnia as a society is carbon negative and energy is produced without emissions

Sustainable regional and community structure

Ostrobothnia is a climate-smart region

Recycling of materials

Circular economy as the basis of operations

Vibrant nature

Healthy living environments



Objectives for Ostrobothnia's Development 2050

Inhabitant at the Core

Target State 2050:

Ostrobothnian inhabitants are healthy, prosperous, and equal. Differences in welfare are small. The region's distinctive cultural life is based on a strong sense of community and achieving things together. Everyone thrives and is safe in a tolerant atmosphere that welcomes diversity.

Prosperous population
Ostrobothnian inhabitants are healthy, prosperous, and equal

Cultural powerhouse
Ostrobothnia's distinctive cultural life stands up to international comparison and attracts cultural tourists

Proudly diverse
Ostrobothnian inhabitants are proud of the region's cultural diversity, where achieving things together is visible and audible



Objectives for Ostrobothnia's Development 2050

Thriving Regional Economy

Target State 2050:

International, versatile, and vibrant business life thrives in all parts of the region. Success is guaranteed by research and education activities tailored to meet the business life's needs, a strong culture of collaboration and entrepreneurship, and excellent accessibility.

Versatile business life

Ostrobothnia has several globally operating clusters of sustainable industries alongside versatile businesses of various sizes from different sectors

Innovations in collaboration

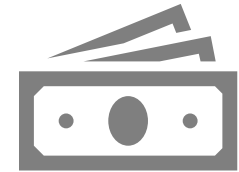
The share of R&D expenses is over 5% of the gross national product, and businesses create product and service innovations

Sufficient supply of workforce

The number of persons employed in Ostrobothnia has grown by at least 10% and the region attracts the most skilled people

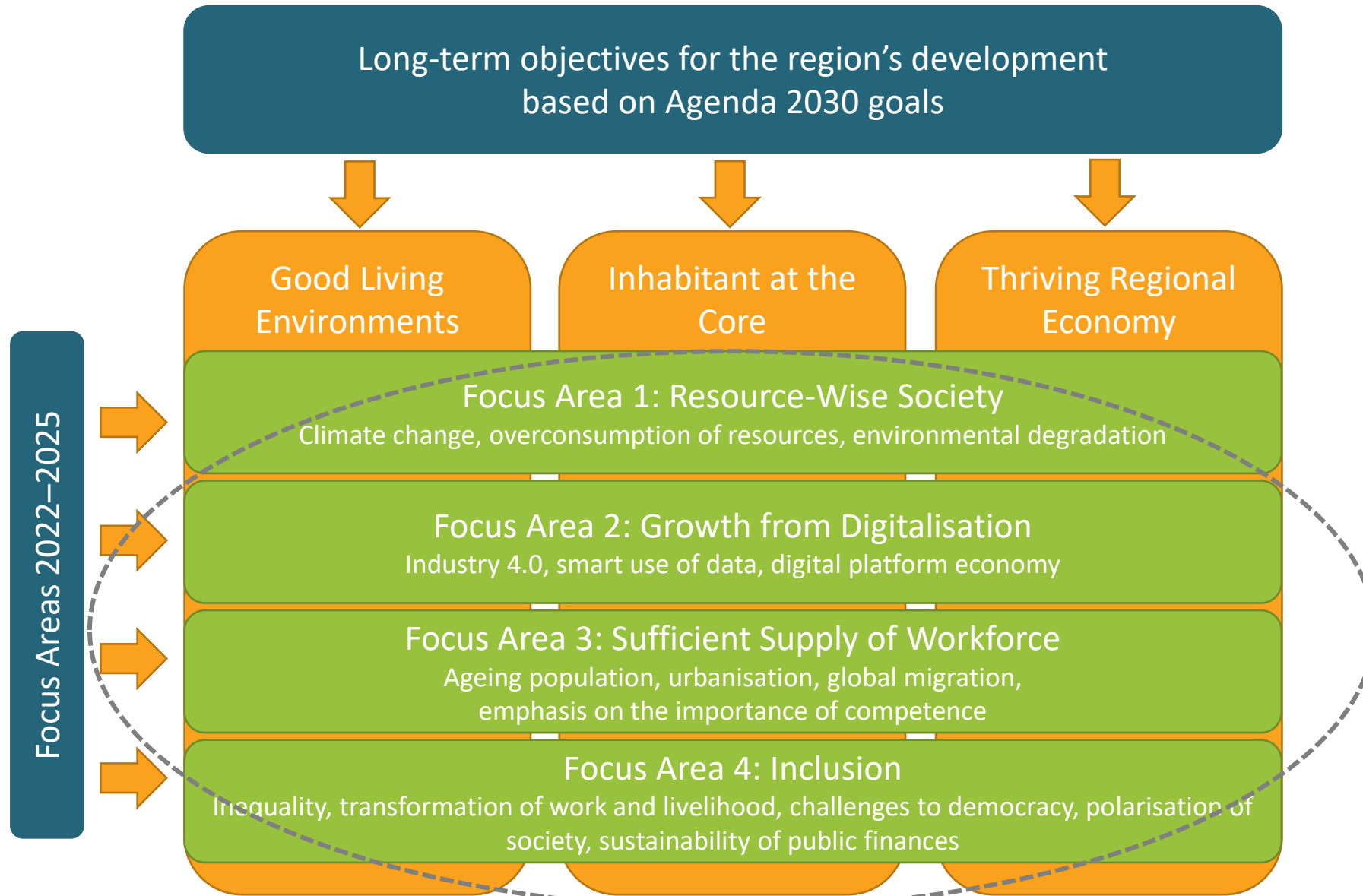
Smooth connections and transport chains

An innovative transport system supports Ostrobothnia's international competitiveness



Focus Areas for Regional Development 2022–2025

Structure of the Regional Strategy 2022–2025



Focus Area 1
Resource-Wise Society

Transients

Climate change

Overconsumption of resources

**Environmental degradation and
loss of biodiversity**



Central Development Challenges in 2022–2025

Building a
sustainable energy
system

Transitioning to
circular economy

Building a
sustainable
community structure
and transport system

Creating climate-
smart innovations
and business models

Promoting climate-
smart primary
production

Stopping the
impoverishment of
nature and improving
water status

Focus Area 2

Growth from Digitalisation

Transients

Fourth Industrial Revolution

Smart use of data

Growth of the digital platform economy



Central Development Challenges in 2022–2025

Utilising digital
solutions and new
technologies in
businesses

Developing user-
friendly digital services
and utilising them in
various sectors

Developing and
applying solutions for
smart traffic

Building high-speed
network connections
that cover the whole
region

Strengthening cyber
security

Focus Area 3

Sufficient Supply of Workforce

Strategy Innovation

Transients

Ageing population

Urbanisation

Emphasis on the importance of competence



Vision
Creativity



Central Development Challenges in 2022–2025

Increasing the labour
supply

Raising the skill level and
productivity of the
workforce

Focus Area 4
Inclusion

Transients

Inequality

Transformation of work and livelihood

Polarisation of society

Challenges to democracy

Sustainability of public finances



Central Development Challenges in 2022–2025

Preventing differences in
prosperity and health

Strengthening the
inhabitants' equality and
inclusion

Strengthening the sense
of community and the
mutual understanding
between population
groups

Implementation of the Regional Strategy

We Build Ostrobothnia's Future Together

The Regional Council
of Ostrobothnia

Ostrobothnian
municipalities

The Wellbeing
Services County of
Ostrobothnia
alongside other social
welfare and health
care operators

State administrative
organisations

Regional development
companies, chambers of
commerce, and other
development
organisations

Higher education
institutions and
educational
institutions

Businesses

Organisations,
associations, and
Leader action groups

Financing

