

HUOMISEN LAKEUS



ETELÄ-POHJANMAAN LIITTO
Regional Council of South Ostrobothnia

Regional Strategy of South Ostrobothnia

- Contains
 - Regional Plan 2050
 - Regional Programme 2022-2025
 - Smart Specialisation Strategy 2021-2027 (SSS)
- Based on
 - South Ostrobothnian scenarios and extensive situational analysis
 - Broad participatory preparation process
- Adopted in the Regional Assembly 13 December 2021

South Ostrobothnia

The future of the region relies on an open and equal society based on trust.

South Ostrobothnia offers everyone equal opportunities to fulfil a life of their choice.

You can build your life both in towns and in the countryside at different stages of your life, regardless of your situation.

The future of the welfare society is dependent on everyone – including those in a weaker position and outside working life – to find employment.

As a region strong in entrepreneurship and the food business, South Ostrobothnia is able to create globally sustainable solutions and new growth.



Meaningful life
for everyone

Employment for everyone
looking for a job

Growth in sustainability



Stable and dynamic

Challenges: Declining population development, demographic change, increasing inequality and fragmentation in society

Targets: Stabilising population development and adaptation

- The long-term target is trying to adapt to the declining population development and stabilising the population structure on a sustainable basis.

The population target in the region by 2050 is 190,000 people.

Reaching the target requires:

- A 30% increase in birth rate compared with the 2019 level
- Net domestic migration stabilising at the +/-0 level
- Doubling net immigration compared with the 2019 level

Smart and skilful

Challenges: Erosion of the competence base, transformation of work and technology

Targets: Raising the level of education, an internationally appealing RDI ecosystem

- The competence base of South Ostrobothnia must be strengthened and investments need to be made into building an internationally networking innovation ecosystem.

The regional target is that every youth completes secondary education, half of the young adults in South Ostrobothnia have a tertiary degree, RDI investments amount to 4% of the regional GDP and the level of employment is 80%.

Reaching the target requires:

- An increase in tertiary education enrolment, +500 degrees compared with the 2019 level
- Increasing RDI investments five-fold compared with the 2019 level
- Raising the level of employment by 4 percentage points compared with the 2019 level

Flexible and sustainable

Challenges: Competitiveness, productivity and sustainability crisis

Targets: Transformation of work and business life and ecological reconstruction

- Work and business life in South Ostrobothnia needs a transformation together with an ecological transition.

The region is carbon negative in 2050 and its economy shows a more versatile range of businesses. Productivity and direct exports have grown and SO is in the midrange in the comparison of Finnish regions.

Reaching the target requires:

- Cutting emissions by 80% compared with the 2005 level
- Increasing exports three-fold compared with the 2019 level
- Increasing work productivity

Stable and dynamic

How will South Ostrobothnia develop as a balanced and lively region?

Strategic aims

- Sustainable population structure
- Inspiring natural environment and versatile housing opportunities
- Smooth and accessible everyday living
- High quality of life and strengthening wellbeing

Smart and skilful

How will South Ostrobothnia succeed in the competition for increasing competence?

Strategic aims

- Increasing competence level and expanding the educational offering
- Competent labour force and high-quality working life
- Strengthening innovation ecosystems (SSS)
- International networking (SSS)

Flexible and sustainable

How will South Ostrobothnia reform and strengthen itself?

Strategic aims

- Climate-smart South Ostrobothnia (SSS)
- Strengthening business focus areas (SSS)
- Renewing practices (SSS)

Focus areas and practices in smart specialisation (SSS)

- Sustainable food ecosystem and new bioeconomy solutions
- Smart technologies
- Wellbeing and experience economy

- Start up and Grow! (Practices for start-ups and growing enterprises)
- Circulate and Digitalise! (Practices for circular economy and digitalisation)
- Innovate and Renew! (Practices for innovation and business renewal)
- Go Global! (Practices to promote internationalisation)

2 Stable and dynamic: How will South Ostrobothnia develop as a balanced and lively region?

2.1 Sustainable population structure

- Strengthening the attractiveness of the region in the eyes of current and new inhabitants as well as people returning to the region
- Creating a well-functioning environment for families of all sizes and shapes
- Ensuring opportunities to work, study and use services locally

2.2 Inspiring natural environment and versatile housing opportunities

- Stopping the loss of biodiversity
- Emphasising the protection and restoration of waterways
- Offering versatile housing alternatives and opportunities for different lifestyles

2.3 Smooth and accessible everyday living

- Improving data connections to make adequate connections available for everyone and promoting the expansion of fixed fibre-optic coverage
- Ensuring high quality and smooth traffic connections for people and businesses in the region as well as transport to and from the region
- Ensuring the availability and accessibility of high-quality services in the whole region

2.4 High quality of life and strengthening wellbeing

- Ensuring young people will have the preconditions for a good life and a bright future
- Supporting the maintenance of functional capacity and opportunities for a full life for the ageing
- Increasing citizens' participation and strengthening the role and opportunities of NGOs
- Keeping in mind the wellbeing perspective of culture and art when planning services

3 Smart and skilful: How will South Ostrobothnia succeed in the competition for increasing competence?

3.1 Increasing competence level and expanding the educational offering

- Raising the educational level in South Ostrobothnia and strengthening the position of Seinäjoki as a town of tertiary education
- Promoting the accessibility and quality of secondary education
- Building a genuine system of continuous learning

3.2 Competent labour force and high-quality working life

- Allocating resources in a variety of ways to raise the level of competence of all age groups
- Promoting employment
- Promoting the recruitment of foreign labour
- Developing high-quality working life

3.3 Strengthening innovation ecosystems (SSS)

- Implementing an increase in the level of innovation in South Ostrobothnia
- Developing high quality RDI and learning environments
- Building a national Competence Centre for the digital technologies of the food sector
- Promoting the content and role of the Seinäjoki ecosystem agreement as part of national growth centres

3.4 International networking (SSS)

- Strengthening the role of South Ostrobothnian operators in existing international networks
- Seeking out and joining new networks

4 Flexible and sustainable:

How will South Ostrobothnia renew and strengthen itself?

4.1 Climate-smart South Ostrobothnia (RIS3)

- Taking action to mitigate climate change and adapting to its effects
- Promoting a controlled transition to sustainable energy production
- Promoting climate-smart actions in the land-use sector

4.2 Strengthening business focus areas (RIS3)

- 4.2.1 Sustainable food ecosystem and new bioeconomy solutions
- 4.2.2 Smart technologies
- 4.2.3 Wellbeing and experience economy

4.3 Renewing practices (RIS3)

- 4.3.1 Start up and Grow!
(Practices for start-ups and growing enterprises)
- 4.3.2 Circulate and Digitalise!
(Practices for circular economy and digitalisation)
- 4.3.3 Innovate and Renew!
(Practices for innovation and business renewal)
- 4.3.4 Go Global!
(Practices to promote internationalisation)



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