

**Priority 1  
ENCOURAGING  
*community***

Satakunta citizens are in education, in employment or have their own business.

**Priority 2  
PURE  
*vitality***

Improving the vitality of Satakunta by strengthening the region's cornerstones and growth-enabling sectors.

**Priority 3  
PEOPLE-  
ORIENTED  
*solutions***

Satakunta is a safe and pleasant place to live, with comprehensive and accessible services, high-quality education and viable transport links.

**REGIONAL DEVELOPMENT THEMES**

**Entrepreneurship  
Employment and  
social inclusion**

**Industrial modernisation  
Energy  
Bioeconomy and  
circular economy  
Blue growth**

**Attractiveness  
Wellbeing  
Safety  
Accessibility**

**EXPERTISE CONSOLIDATION—DIGITALISATION—INTERNATIONALISATION—RESPONSIBILITY**

**ENCOURAGING  
*community***

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**SATAKUNTA  
REGIONAL  
PROGRAMME  
2018–2021**

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The Satakunta Regional Programme 2018–2021 is available at:  
[www.satakuntaliitto.fi/maakuntaohjelma](http://www.satakuntaliitto.fi/maakuntaohjelma)

**SATAKUNTA REGIONAL PROGRAMME  
2018–2021**



**SATAKUNTALIITTO**  
Regional Council of Satakunta

# SATAKUNTA REGIONAL PROGRAMME 2018–2021

The aim of the regional programme is to give a comprehensive picture of strategic regional development for Satakunta and its development objectives. The regional programme creates the framework for development and the generation of partnerships at various levels. The themes of the Satakunta Regional Programme 2018–2021 are based on an overview of the region's economic situation and on the existing expertise, resources and strengths that provide competitiveness and vitality for Satakunta. The objectives of Satakunta regional development are linked to the national regional development objectives (The regional development decision) as well as key government projects.

The **Satakunta Regional Programme** consists of three development priorities and relevant themes. In order to promote the development priorities for Satakunta regional development, crosscutting content that links all the priorities has also been identified.

When drawing up the **Satakunta Regional Programme 2018–2021**, the smart specialisation approach and the region's smart specialisation focuses that form the

regional development themes were taken into account.

The Satakunta Regional Programme 2018–2021 was approved by the Satakunta Regional Council on 15.12.2017. The implementation of the **regional programme** development priorities is promoted with resources from the EU, the Finnish state, municipalities, companies and other actors.

## REGIONAL DEVELOPMENT PROGRAMME CROSSCUTTING CONTENT

### EXPERTISE CONSOLIDATION

Consolidation of co-operation of regional, national and international development actors, research and training organisations and business foresight and innovation. Consolidation of centres of excellence based on Satakunta's strengths and resources as part of regional smart specialisation. Promotion of intangible value creation skills. Active lobbying to strengthen region's expertise and education.

### INTERNATIONALISATION

International activities increase knowhow and open up new contacts with the private sector and research. Building up national and international networks and working in networks are key factors for strengthening the region's leading-edge sectors.

### DIGITALISATION

Digitalisation comprises the updating of working practices, the digitalisation of internal processes and the automatisisation of services. It includes the utilisation of knowhow in artificial intelligence (AI), automation and robotics. Digitalisation creates new business opportunities and services.

### RESPONSIBILITY

Responsibility means developing skills related to low-carbon economy, sustainable development and adaptation to climate change in all development themes.

### SMART SPECIALISATION

When drawing up the Satakunta Regional Programme 2018–2021, the smart specialisation approach and the region's smart specialisation focuses that form the regional development themes were taken into account.

Smart specialisation enables growth in the region by showcasing its competence. Smart specialisation means concentrating on what gives the region its best competitive potential.

- ◆ Industrial modernisation
- ◆ Energy
- ◆ Bioeconomy, circular economy
- ◆ Blue growth
- ◆ Welfare technology and services
- ◆ Safety
- ◆ Automation and robotics
- ◆ Experience economy

## Priority 1 ENCOURAGING *community*

The encouraging community theme aims at meaningful activity in our community for the maximum number of inhabitants of Satakunta region, as an entrepreneur, student or employee, strengthening the competitiveness and vitality of the region. The goal is to utilise all the labour force potential.

### THEME 1: ENTREPRENEURSHIP

The aim is to increase interest in entrepreneurship through entrepreneurial education and comprehensive, high-quality advisory and support services.

#### Focuses

- ◆ Promote new business, growth and internationalisation and digitalisation.
- ◆ Promote the development of comprehensive and high-quality business advisory and support services.
- ◆ Support the development of working life quality and productivity for SMEs, the enhancement of the competences of employees and entrepreneurs, and the development of tailored education in sectors of growth and structural change.
- ◆ Increase interest in entrepreneurship through entrepreneurial education and promote the development of such education at every educational level.

### THEME 2: EMPLOYMENT AND SOCIAL INCLUSION

The aim is to prevent social exclusion and utilise all the labour force potential.

#### Focuses

- ◆ Promote new solutions and practices plus the development of both multi-channel advisory and guidance services, and networking and company collaboration with different actors.
- ◆ Support the development of service models and networks to promote the access to employment of young people and others in a weak position on the employment market. Support the development of service models to prevent the social exclusion of those in a weak position on the employment market.
- ◆ Promote the employability and integration of immigrants and develop immigrant recruitment services.
- ◆ Support collaboration between industry, the third sector and educational institutions as well as education pilots.
- ◆ Support flexible and responsive adult education and further training.
- ◆ Develop alternative ways to gain a qualification. Support practical work-based training opportunities particularly for young people as well as workshop educationalisation e.g. with the opportunity to gain qualifications and part-qualifications as part of workshop activities etc.
- ◆ Support actions aiming at improving employability, life management skills and wellbeing at work.
- ◆ Promote the seamless transition from education to training or working life.
- ◆ Promote the mobility of labour.

## Priority 2 PURE *vitality*

In Satakunta region, the pure vitality priority aims at the success of business by strengthening the region's cornerstones and sectors that enable growth: the industrial modernisation, the energy sector and food production chains, the bioeconomy and circular economy, and blue growth.

### THEME 3: INDUSTRIAL MODERNISATION

The aim is the growth and industrial modernisation in the region. Strengthening industry's capacity for renewal will safeguard the foundations for vitality in Satakunta. The objective is to have one of the most diverse economic structures in the country and to increase the region's share of Finland's exports. The region's competence in industrial modernisation will strengthen smart specialisation and opportunities for growth.

#### Focuses

- ◆ Consolidate regional, national and international collaboration of development actors, research and educational organisations and private sector RDI (research, development and innovation) activities.
- ◆ Strengthen the drivers of Satakunta region's capacity for industrial modernisation.
- ◆ Develop new technological solutions and innovations for industry e.g. in relation to digitalisation, robotics, automation, logistics and resource efficiency.
- ◆ Promote utilisation of the opportunities by data analytics, AI and gamification.
- ◆ Promote development of logistics solutions and logistics services including e-accessibility.
- ◆ Promote the Satakunta Industrial Growth Programme – implementation of the Satakunta Industrial Pilot.
- ◆ Promote implementation of growth zones, growth corridors and themed networks that are keys for the regional competitiveness.

### THEME 4: ENERGY

The aim is to consolidate Satakunta's position as a centre of wide-ranging energy production and expertise. The region's expertise in energy strengthens smart specialisation and opportunities for growth.

#### Focuses

- ◆ Consolidate Satakunta's position as a centre of a wide range of energy production.
- ◆ Promote a wide range of expertise and education, business and international co-operation in the energy sector.
- ◆ Promote the production and usage of renewable energy as well as business expertise.
- ◆ Promote the conditions required for biogas production by developing logistics solutions etc.
- ◆ Promote the development of biofuel production for transport.
- ◆ Promote a low carbon policy with the aim of a carbon-neutral Southwest Finland by 2040.
- ◆ Promote the development and usage of energy-efficient technologies.
- ◆ Develop closed-loop systems and decentralised energy generation.

### THEME 5: BIOECONOMY AND THE CIRCULAR ECONOMY

The aim is to develop a competitive business environment for the growth of the bioeconomy and create new multi-sector entrepreneurship and jobs as well as new ecosystems and sophisticated, high value-adding bio-based products and services. The objective is to develop the region's food cluster and the vitality of the forest bioeconomy. The region's expertise in bioeconomy will strengthen smart specialisation and opportunities for growth. The aim is to develop practices and methods as well as creating opportunities for the circular economy through separate demo projects. Expertise in the circular economy is part of the region's smart specialisation profile.

#### Focuses

- ◆ Promote the production and consumption of responsible, locally produced food.
- ◆ Develop competitiveness, digitalisation and resource-efficiency in food chains, and promote the export of foodstuffs.
- ◆ Consolidate regional, national and international collaboration of development actors, research and educational organisations and private sector RDI activities.
- ◆ Strengthen bioeconomy entrepreneurship, competence and education.
- ◆ Promote development of logistics solutions and logistics services including e-accessibility.
- ◆ Promote the varied and sustainable utilisation of forest resources, taking biodiversity into account.
- ◆ Develop innovative and sophisticated, bio-based products and promote construction with wood.
- ◆ Take care of the natural environment and aquatic systems as well as the balance between utilisation and protection of forests.
- ◆ Develop the service business in bioeconomy value chains (e.g. ecosystem services, nature tourism).
- ◆ Promote the utilisation of side streams from industrial and primary production and industrial symbioses.
- ◆ Develop innovative methods for nutrient recycling etc.
- ◆ Support the implementation of technologies and practices that promote the circular economy.
- ◆ Strengthen expertise, training and entrepreneurship in the circular economy as well as national and international co-operation.

### THEME 6: BLUE GROWTH

The aim is to utilise the opportunities presented by blue growth and to strengthen related expertise. In Satakunta region blue growth refers to the sustainable exploitation of natural marine resources and more extensively, water-related RDI activities: maritime industry, maritime cluster, development of water knowhow, ground water, water protection, fisheries, recreation, wellbeing services and tourism on all waterways. The region's expertise in blue growth will strengthen smart specialisation and opportunities for growth.

#### Focuses

- ◆ Consolidate expertise related to the maritime cluster and the marine technology of Satakunta region as the basis for blue growth.
- ◆ Promote the implementation and piloting of new technologies, digitalisation and robotics in the maritime cluster.
- ◆ Consolidate regional, national and international collaboration of development actors, research and educational organisations and private sector RDI (research, development and innovation) activities.
- ◆ Develop business based on the sustainable use of nature and waterways e.g. tourism, recreation and well-being services.
- ◆ Take care of the condition and sustainable utilisation of groundwater reserves.
- ◆ Strengthen the enablers for the commercial fishing to safeguard the supply of Finnish fish.
- ◆ Reduce diffuse pollution in run-off areas, improve the water quality of inland and marine waters.
- ◆ Consolidate expertise, education and entrepreneurship as well as national and international co-operation to support blue growth.

**Priority 3**  
**PEOPLE-ORIENTED**  
*solutions*

This regional development priority aims at solutions for safeguarding services for people living in Satakunta, promoting wellbeing, increasing the feeling of safety, as well as improving the region's attractiveness and accessibility.

**THEME 7: ATTRACTIVENESS**

The aim is to strengthen the attractiveness of Satakunta to attract new residents, labour, students, returnees, immigrants seeking employment, enterprises and tourists to Satakunta. Expertise in the region's experience economy will strengthen smart specialisation and opportunities for growth.

**Focuses**

- ◆ Support the attraction of the living environment and actions to promote better state of environment as well as measures to get new residents.
- ◆ Take care of valued natural and cultural environments.
- ◆ Develop the business environment that enables growth in the experience economy (incl. tourism, culture and events), as well as private sector business and product development knowhow and international skills plus promotion of the use of digitalisation.
- ◆ Strengthen marketing of the region and bring up the expertise of Satakunta region, business success stories, regional services, tourism, culture, arts and events.
- ◆ Develop the attractiveness of the municipalities' centres and villages.
- ◆ Strengthen the Satakunta economic environment by attracting domestic and foreign investment to the region.

**THEME 8: WELLBEING**

The aim is to develop the conditions required for the wellbeing of the Satakunta region's residents. The region's expertise in wellbeing technology will strengthen smart specialisation and opportunities for growth.

**Focuses**

- ◆ Promote innovations related to wellbeing technology, wellbeing services and tourism, services for the elderly as well as social and health services and associated productisation, expertise and entrepreneurship.
- ◆ Consolidate regional, national and international collaboration of development actors, research and educational organisations and private sector RDI (research, development and innovation) activities.
- ◆ Promote dialogue and consolidate the co-operation between associations, organisations, civil action groups, enterprises and municipalities and other public sector actors.
- ◆ Promote customer-driven and participatory service design in public services.
- ◆ Support resident-led planning and development in local communities.
- ◆ Support introduction of citizen engagement practices to strengthen participation.
- ◆ Take care of residents' wellbeing by developing quality cultural and physical activity services and by promoting their regional availability and accessibility.

**THEME 9: SAFETY**

The aim is to enhance people's feeling of safety and that the rescue and emergency systems function in the event of a possible risk situation. Regional expertise in the public safety sector will strengthen smart specialisation and opportunities for growth.

**Focuses**

- ◆ Consolidate regional co-operation to maintain day-to-day safety.
- ◆ Strengthen risk management expertise and safety sector planning, piloting and training.
- ◆ Promote the prevention of safety risks for residents, organisations and communities through safety planning.
- ◆ Consolidate regional, national and international collaboration of development actors, research and educational organisations and private sector RDI activities.

**THEME 10: ACCESSIBILITY**

The aim is to safeguard the conditions required for a competitive business environment and to make Satakunta a good place to live.

**Focuses**

- ◆ Improve the physical and e-accessibility of Satakunta region internationally, inter-regionally and regionally.
- ◆ Promote the accessibility of region, a sustainable community structure and conditions required for business, using the growth corridor approach.
- ◆ Promote the safety and efficiency of the ports.
- ◆ Maintain comprehensive traffic connections and the condition of the regional road network.
- ◆ Promote the development of public transport in Satakunta (safety, travel duration, connections, services) and commuting options (particularly by rail).
- ◆ Promote and pilot innovative test environments and practices for logistics solutions, alternative forms of transport and new digital transport services, as well as use of alternative fuels (e.g. gas for transport use).